



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

April 20, 2011

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Salt Lake City Launches Homeless Outreach Program *Donation Meters to be Unveiled*

SALT LAKE CITY – Mayor Ralph Becker and police Chief Chris Burbank are pleased to announce the unveiling of a new, innovative pilot program aimed at providing services and alternatives to the City’s downtown homeless population.

Community advocate Pamela Atkinson and Zions Bank CEO Scott Anderson will join Mayor Becker and Chief Burbank to announce the launch of Salt Lake City’s Homeless Outreach Service Team (HOST) program at Zions Bank Corporate Office, One South Main Street, on Thursday, April 21 at 10a.m.

The HOST program, developed in collaboration with local service providers, focuses on a proactive and collaborative approach to address the underlying causes of panhandling through multiple resources. Using a reference card with homeless service provider information, police officers, responding to calls such as aggressive panhandling or disorderly conduct can directly match individuals with the appropriate help in one phone call.

A public component of the HOST program is a donation meter system throughout downtown, sponsored by the Downtown Alliance and participating businesses. The donation meters — refurbished parking meters placed on downtown sidewalks with attention-grabbing, brightly colored designs — give pedestrians an effective and compassionate alternative to handing out money to individuals. Meter sponsorships and collections go to the Pamela J. Atkinson Foundation for disbursement to service providers who specialize in outreach to the homeless. Tax deductible contributions to the HOST program can also be made at any Zions Bank branch.

Partnering community organizations and downtown business leaders will be in attendance Thursday as well as members of the Salt Lake City Council.

WHO: Mayor Ralph Becker
Police Chief Chris Burbank
City Council Members
Pamela Atkinson, Community Advocate

Scott Anderson, Zions Bank Chief Executive Officer

WHAT: Announcement of the Homeless Outreach Service Team (HOST) Program and unveiling of HOST Donation Meters

WHERE: Outside Zions Bank Building
One South Main Street

WHEN: Thursday, April 21
10 a.m.

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