



On the Brightside...

WHAT'S NEW AROUND BRIGHTSIDE?

July/August 2015

Our Mission

"Brightside is dedicated to uniting people in clean and green activities that beautify and foster pride in our community through volunteerism, planting, sustainability, and education."

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Brightside to Partner with New York Artist to Create Public Art from Litter



Artist Jean Shin will be creating a site-specific installation titled ANTHROPOCENE FOSSILS as part of the Louisville Metro's CONNECT/DISCONNECT Public Art. The local community is invited to gather plastic detritus that has been washed up on the Ohio River. Like a contemporary fossil bed,

the salvaged materials will be cast into concrete and transformed into a new public artwork on the Riverfront. The project engages audiences into the creative process while activating the public to imagine the close relationship between Louisville's history and its geography.

"I visited Louisville in the spring after the city had experienced massive flooding. When I saw the large amounts of debris floating down the river and deposited on the river's edge, I felt compelled to create a public art work using these discards as material. I hope the community will join the project clean up events and continue these efforts" said Shin.

The project is inspired by the exposed fossil beds nearby at the Falls of the Ohio State Park, dating back over 390 million years to the Devonian Period. The ambition of Anthropocene Fossils is to similarly draw audiences to explore our contemporary imprints.

In Shin's work, familiar everyday objects are transformed and preserved in a new form that connects the natural and cultural history of Louisville's Riverfront to the present environmental conditions. From a far, the accumulation of debris becomes a sedimentary mass populated with colorful voids embedded in the landscape. Mirroring the experience of looking closely at ancient fossil beds, these discarded outer shells are leftovers of once active systems at work. Like fossil fuels, this petroleum based waste is perhaps our unintended legacy.

By transforming the accumulation of river debris on site, the project invites the public to explore these cultural artefacts while contemplating the impact of consumer waste and post-industrialization on our environment, landfills and navigational systems today.

Ms. Shin is looking for volunteers to assist in a Brightside Cleanup on Saturday, August 1st and/or Saturday, August 8th from 10 am to 12:30 pm. Volunteers will gather at the corner of Rowan Street and North 10th Street (just past Kentucky Peerless Distilling) to collect colorful plastic containers such as: water bottles, juice and milk jugs, detergent containers, gasoline tanks including the lids and caps and other river detritus. Supplies such as gloves, trash pickers, trash bags and water will be available but please dress appropriately as you will be working along the river's edge. For more information or to RSVP for the cleanups please contact anthropocenefossils@gmail.com. Everyone is welcome!

Green Living Neighborhood Certification Program Wins Award

Brightside's Green Living Neighborhood Certification program and the Sheppard Square HOPE VI Revitalization (Sheppard Square) efforts were recognized, along with a dozen other cities, for creatively launching local energy efficiency and sustainability programs to help reduce the carbon footprint in American cities.

"Green Living effectively combines two of our main goals, health and sustainability," Mayor Greg Fischer said. "The program was created to incentivize behavior change by citizens and businesses – a major challenge in reaching our city's sustainability and health ambitions."

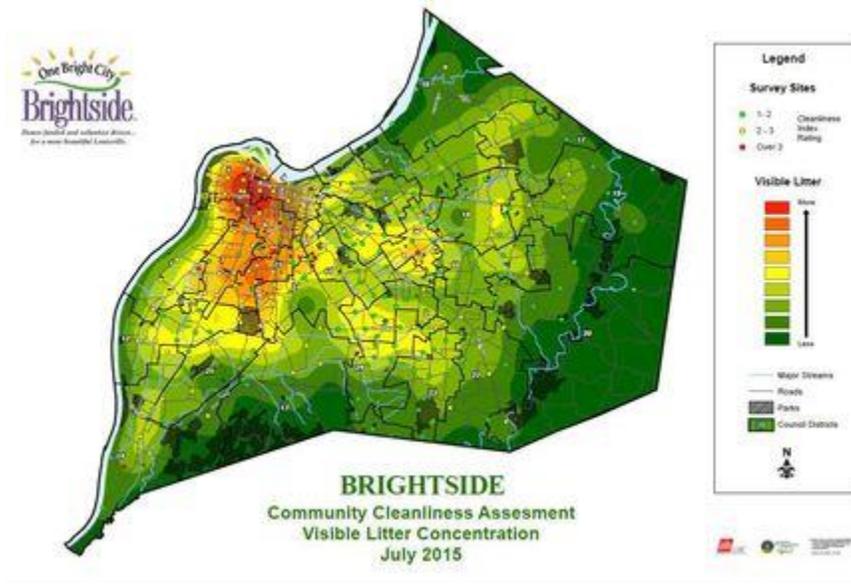
The Neighborhood Certification program, launched in December 2014, is the Green Living portion of Brightside's One Bright City initiative in partnership with the Office of Sustainability. By participating in a tiered neighborhood certification program, Louisville's neighborhoods will receive recognition for activities such as reducing the amount of waste sent to the landfill, managing storm water on-site, conserving energy and growing produce. The over-arching goal of the program is to offer ideas and simple steps individuals can take to incorporate sustainable living choices into everyday life and to recognize them for their neighborhood's collective efforts.

When a neighborhood has reached a criteria milestone, they will receive a Green Living certification logo based on their certification level, which can be placed on their neighborhood association website or community newsletter to demonstrate their accomplishment. The neighborhood will also be featured on the One Bright City map made possible by our partnership with the Department of Public Works.

If you are interested in learning more about the program or starting the certification process for your

neighborhood please visit our website at www.brightsideinc.org/green-living . Registration is open now!

Final Brightside Cleanliness Assessment for 2015 to be held September 5th



The results are in from our July Brightside Cleanliness Assessment! A resounding "Thank You" to all of our Brightside Champions and their teams for volunteering their time to evaluate our community's progress. Check out our [One Bright City Map](#) for the latest results and information about the assessment sites.

Brightside will be holding its third and final Cleanliness Assessment of

the year on Saturday, September 5th. We are always looking for extra volunteers to participate. Please let us know if you would be interested in joining your District's assessment team. If you are unsure which Metro Council District you live in you can find that information [here](#).

Second Annual Brightside Bash on the Horizon



Mark your calendars now! The date has been set for our second annual Brightside Bash!

Created in 2014, the Brightside Bash is a fun twist on a traditional gala fundraiser. The Bash features local bands, a silent auction, raffles, food, and fun! In our first year we saw huge success and plan to grow this annual Brightside fundraiser to be bigger and better!

For 2015, the Brightside Bash will be heading outside and getting back to the nature we know and love with a "Boots & Pearls" theme. The event will be on **Wednesday, September 23rd from 6:30 – 9:30p**, and will be held at the Blackacre Nature Conservancy and Historic Homestead. Stay tuned to Brightside's Facebook, Twitter, and website for the most up-to-date information about tickets, entertainment and the fantastic items that will be up for auction.

This year's Bash promises to be a fun evening so we hope you'll join us to support the Brightside Foundation. With the generous donations and contributions from this event Brightside is able to continue to offer our many educational programs, sustainability initiatives, and beautification projects to our community.

26th Annual Brightside & Coca-Cola Volleyball Classic Serves Up a Great Time!



For the last 26 years Brightside has been serving up one of the most successful and well attended volleyball tournaments in our region. This year was no exception! The 26th Annual Brightside & Coca-Cola Volleyball Classic had 168 teams participate from 35 different cities across the region.

Mary Ellen Wiederwohl, Chief of Louisville Forward and Mayor Fischer's team were on hand to participate in our Celebrity and VIP Match against several local media personalities including WLKY meteorologist Matt Milosevich, WHAS meteorologist Kristin Walls, Courier-Journal reporters Kristen Clark and Jonathan Lintner, as well as David Harris of the Voice-Tribune with the winner moving on to a final round against the Brightside Board of Directors. All three teams played their hardest but in the end Mayor Fischer's team walked away with the coveted Champion's T-shirt and match victory for the second year in a row!

A special thanks to all our sponsors and partners who have made this tournament a reality year after year. The most important 'Thank You' goes to our title sponsor Coca-Cola Refreshments, USA who have supported the Volleyball Classic since it was introduced in 1989. For 26 years they have made our tournament possible! We also want to thank our contributing sponsors Republic Bank, Miller Lite, Buffat Heating and Cooling Services, Business First, Chick-Fil-A, Centerplate, John McCafferty Advertising, MPI, Reliable



Rentals, Louisville Metro Parks, and Louisville Metro Government - Department of Codes and Regulations. A very special thank you to Anne Brown and her crew at The Volleyball Connection for managing the logistics of the tournament play.

Brightside Calendar

SEPTEMBER

Saturday, September 5th - Brightside Cleanliness Assessment #3

Wednesday, September 23rd - Brightside Bash 2015

OCTOBER

Saturday, October 10th - Brightside & Waste Management of Kentucky's Premium Compost Sale

Saturday, October 17th - Brightside & Waste Management of Kentucky's Premium Compost Sale

Saturday, October 24th - Brightside / Passport Health Plan Fall Community-Wide Cleanup

NOVEMBER

Saturday, November 7th - Brightside Community-Wide Native Planting Day