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FOR IMMEDIATE RELEASE

The Home Depot and RochesterCares Partner at Lilac Festival *The Home Depot will be sponsoring a large tent and working with volunteer organizer, RochesterCares, to highlight community works during the 2010 Lilac Festival.*

Rochester, NY – May 6, 2010 – As part of the 2010 Lilac Festival, The Home Depot and RochesterCares have partnered to present “Team Home Depot”. RochesterCares has been organizing community improvement events with the Home Depot since 2005. Team Home Depot will be occupying a 20’x40’ tent at the top of the hill at Highland Park to showcase the retailer’s community efforts as well as host a series of workshops focused on building a safer, greener Rochester.

The Home Depot has a large slate of activities revolving around the festival; some are focused on bringing attention to important parts of the park itself. “We are going to really make an improvement around the ‘Victims of Violence Memorial.” says The Home Depot representative, Ahmad Rivazfar. “We are installing a beautiful paver pathway around the memorial and installing some park benches.”

Creating an impact with volunteers and their leaders is the focus of local organization, RochesterCares, Incorporated. RochesterCares and The Home Depot have been partnering since 2005 on tackling community issues around Rochester. At the Lilac Festival, the pair will be highlighting the impact of their partnership. The Home Depot will also be hosting workshops on various safety and environmental topics such as carbon monoxide detector installation and raised bed gardening.

“This is an opportunity to show how community-minded corporate groups can really have a large impact,” says event spokesman, Derek Darling. “This team from The Home Depot has had an incredible impact on entire neighborhoods in the northeast part of the city.”

About RochesterCares:

Founded in 2001, RochesterCares develops targeted volunteer programs and mobilizes thousands of volunteers to address the many needs of nonprofits around Monroe County. Since 2001, RochesterCares has activated more than 5,000 volunteers who have dedicated more than 100,000 hours of service to our city. RochesterCares is the local affiliate of the national Hands On Network/Points of Light Institute network.

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