



FOR IMMEDIATE RELEASE

Contact: Vikki Martin, 214-324-5116
communityconnection@fergusonroad.org

White Rock Hills Park Grand Opening

*Far East Dallas park offers neighbors much-needed green space
and gateway to city trails*

DALLAS, Oct. 15, 2021 — The grand opening of White Rock Hills Park is **Saturday, Nov. 6, 2021, from 10 a.m. to 1 p.m., at 2229 Highland Road**, with activities, music, dancing and food planned for the family-friendly event; parking is across Ferguson Road at the Claremont Village Shopping Center (8080 Ferguson Road).

With about 400 guests expected — rain or shine — the festivities start at 10 a.m. with a ceremonial procession into the park, featuring:

- Dallas Fire-Rescue color guard
- African dancers and drumming with Bandan Koro African Drum and Dance Ensemble
- Dallas Police Department Mounted Unit
- Mariachi music with Norma Valles and Mariachi Michoacan
- Grupo Juvenil de Ballet Folklorico Hispano de Dallas
- Heroes, cops and kids live action figures
- A magician, stilt-walker, juggler and more

At 10:30 a.m. under the big top tent, the ribbon-cutting celebration begins with remarks by these public officials, followed by a choral performance:

- U.S. Rep. Eddie Bernice Johnson (pending)
- Dallas Mayor Eric Johnson
- State Senator Royce West, District 23 (pending)
- State Rep. Jasmine Crockett, District 100
- Dallas City Council members Paula Blackmon, District 9, and Adam Bazaldua, District 7
- Dallas County Commissioner Dr. Theresa Daniel, District 1
- Dallas Park and Recreation Director John Jenkins, President Calvert Collins-Bratton and District 9 Board Appointee Maria Hasbany
- Episcopal School of Dallas Concert Choir, directed by Joe Snyder

– more –

Child-centric activities in the park start at 11:15 a.m. and include:

- Performances under the big top
- Chalk artists from the Creative Arts Center
- Field games
- YMCA activities
- Kids bulb planting
- Interactive DJ
- Meet and greet with Dallas Police officers
- Food from local establishments
- COVID-19 vaccination clinic
- Dallas Library

This grand opening, hosted by Ferguson Road Initiative in partnership with the city of Dallas, is made possible with these generous sponsors: AmeriSouth Realty, Atmos Energy, City Hospital at White Rock, David Weekley Homes, Lone Star Credit Union, Uplift Education, and others.

From ‘blight to delight’

White Rock Hills Park has two playgrounds, a quarter-mile walking loop, a pavilion for large gatherings and a flexible athletic field that can be used for multiple sports. It is the first phase of the future White Rock Hills Recreation Center and serves as a trailhead for the newly developed CreekSide, an urban reserve that connects to the Trinity Forest Spine Trail and the 160-mile citywide trail system.

Described as going from “blight to delight,” White Rock Hills Park is the culmination of years of dedication and tenacity to clean up this neglected area.

“The community has waged a battle over the last 20 years to clean up this area and to ensure that something positive be established,” says Vikki Martin, executive director, Ferguson Road Initiative. “We are transforming this once recreation desert into a recreation destination with the addition of White Rock Hills Park and CreekSide.”

White Rock Hills Park exemplifies Ferguson Road Initiative’s advocacy work. The organization’s other accomplishments include:

- CreekSide, 4.49-acre urban reserve of natural blackland prairie that runs parallel to the lower Ferguson Road corridor between Samuell Boulevard and Lakeland Drive with access to the Trinity Forest Spine Trail
- Trinity Forest Spine Trail with dedicated pedestrian and bike paths that connect with the city of Dallas trail system

- Upgrades to Highland Road, including sidewalks and bike paths that connect to the Santa Fe Trail
- Intersection improvements at Ferguson and Highland roads and Ferguson Road and Lakeland Drive
- White Rock Hills Branch Library

White Rock Hills Park is just one of many projects that Ferguson Road Initiative has championed in Far East Dallas. The nonprofit's current undertakings include:

- White Rock Hills Recreation Center adjacent to White Rock Hills Park, which will address specific needs and gaps in resources for Far East Dallas; planned amenities include a teaching kitchen, recreation and fitness areas, multipurpose rooms for culture and art, and outdoor fitness and picnic areas
- Redevelopment of the Claremont Village Shopping Center at Ferguson and Highland roads

For photos and artists' renderings, go to www.fergusonroad.org/fall2021townhall

About the Ferguson Road Initiative

Established in 1998 as a nonprofit 501(c)(3) organization, the Ferguson Road Initiative (FRI) is a grassroots community-based organization comprising 30-plus neighborhood associations and crime watch groups, law enforcement, nonprofits, apartments, businesses, faith-based organizations, schools, and other concerned groups and individuals, all working toward accomplishing a shared vision for the complete economic revitalization of Far East Dallas. FRI's mission is to engage and empower a community of advocates to advance a safe, beautiful, prosperous and proud community in Far East Dallas. For more information, visit www.fergusonroad.org.

#