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FOR IMMEDIATE RELEASE

Central New York Conservancy Unveils Fresh Look and Website Now as GreenUtica

UTICA, NEW YORK (May 24, 2023) - The Central New York Conservancy, a nonprofit organization that has been preserving and beautifying Utica's Olmsted-designed parks for 20 years, announced its new name and brand mark. GreenUtica, the organization's new name, reflects the organization's renewed focus on "greening" Utica's parks and natural environment while enhancing quality of life for all, including Utica's residents, businesses, and visitors.

"Utica's tree canopy is one of the glories of the city," Gina Pearce, executive director of GreenUtica said. "Trees clean our air and reduce carbon dioxide. Parks promote physical activity, reduce stress, and strengthen communities. The name GreenUtica demonstrates our dedication to improving the parks and our environment and reflects our commitment to the City of Utica and the people who call it home."

As part of the rebranding, GreenUtica revealed its new website. The new, mobile-first website features user-friendly navigation, allowing residents and visitors to easily explore Utica's park system. Features include a searchable "Things To Do" section that includes all of Utica's parks and information about the parks' natural environment and history.

Mayor Robert M. Palmieri said, "I'm excited that GreenUtica now has a name that reflects its enduring and invaluable commitment to the City of Utica. GreenUtica has been an essential element in achieving and sustaining our goal of having one of the best urban park systems in America. We're blessed to have been gifted with awesome parks and tremendous partners that make those parks shine bright throughout the City of Utica. Thank you GreenUtica for putting Utica in your name and for all you do to help make Utica the best little city in America."

The new brand mark, Pearce explained, includes an image of a tree from roots to crown. It was developed to honor the deep roots and rich history of Utica's parks while acknowledging the importance of Utica's tree canopy and the connection parks have to its community.

"Utica is evolving," Pearce continued. "Changing our name to GreenUtica is our way of evolving with the city. We look forward to finding creative ways to enhance the quality of life for all within our community and to our continued partnership with the City of Utica to achieve this goal."

Visit GreenUtica's new website at www.GreenUtica.org to explore Utica's parks, learn more about volunteering on the Green Team, or help support GreenUtica's mission.

About GreenUtica

GreenUtica is a nonprofit organization that preserves, beautifies, and promotes Utica's parks and natural environment for the enjoyment of all. Originally founded in June of 2002 as the Central New York Conservancy (CNYC), the Conservancy rebranded as GreenUtica in 2023 to better align with its mission to develop programs and events that enable us to lead the preservation and beautification of Utica's parks and natural environment to enhance quality of life.

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