



NEW YORK STATE SENATOR

Shelley B. Mayer

Senator Shelley Mayer Presents Eastchester Beautification Foundation with the Empire Award for "Plant Pink Initiative"

SHELLEY B. MAYER October 22, 2020

| ISSUE: **EASTCHESTER, EMPIRE AWARD, PLANT PINK INITIATIVE**



On Wednesday, October 21st, Senator Shelley B. Mayer presented the Eastchester Beautification Foundation (EBF) with the NYS Senate Empire Award in recognition of its "Plant Pink Initiative" showing appreciation to first responders, essential workers, and in memory of those lost to COVID-19.

The "Plant Pink Initiative" asked Eastchester residents, neighborhood associations, businesses, and restaurants to plant pink flowers as a thank you to first responders & essential workers and in memory of those lost from COVID-19. The initiative quickly painted the town in pink flowers. Lamp posts showed-off pink supertunias draping from baskets. Pink hydrangeas anchored sidewalk benches. And pink begonias filled planters in front of restaurants, jewelers, service stations, hairdressers, laundromats, food markets, and private homes.

The event took place outdoors at the Eastchester Public Library and began with a moment of silence in honor of the late Eastchester Town Councilman Glenn Bellitto who passed away from COVID-19 in April 2020. The event was attended by Eastchester Town Supervisor Anthony Colavita, Eastchester Town Councilman Joseph Dooley, and members of the Eastchester Town Highway and Parks Departments, as well as volunteers and EBF Board Members.

Senator Shelley B. Mayer said, "The 'Plant Pink Initiative' dressed Eastchester in pink flowers as a Thank You to essential workers and in memory of those lost to COVID-19. I am pleased to present the NYS Senate Empire Award to the Eastchester Beautification Foundation for this thoughtful, beautiful initiative that brightened spirits all throughout the town. Thank you to Co-Presidents Judith Blau & Maura McMahon for their leadership, and the Town's Highway & Parks Departments, and numerous volunteers, for all of their hard work supporting the 'Plant Pink Initiative.'"

Judith Blau, Co-President of the Eastchester Beautification Foundation, said "One of the most heartening aspects of "Plant Pink" has been the response from the Community and Town, beginning in Spring 2020, and continuing into Fall. Seeing the best in people actually "bloom" in our community has brought some normalcy and hope during this unsettling and

tumultuous time. We appreciate our Eastchester Beautification Foundation membership donations that helped make our dedication message possible.”

Maura McMahon, Co-President of the Eastchester Beautification Foundation, said “This Award belongs to the Community of the Town of Eastchester. With the team work of the EBF board, volunteers and our partners in this effort, Eastchester's Highway and Parks Departments, along with local businesses and friends and neighbors, we “Planted Pink” all over town. The call to “Plant Pink” was inspired by the actions of the first responders and essential workers who have given their time and energy to keep us healthy and safe, and to honor all of those that have lost their lives during the pandemic.”

EBF Co-Presidents Judith Blau & Maura McMahon were also presented with Commendation Awards for their role in the "Plant Pink Initiative." During their remarks, they thanked their list of partners who helped the EBF with the "Plant Pink Initiative."

[Click here](#) to watch a brief video with photos about the "Plant Pink Initiative." [Click here](#) to browse photos of the town dressed in pink flowers.