

**FOR IMMEDIATE RELEASE**

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**The Sunnyside Community Block Party**

**(HOUSTON)** — We are pleased to announce that Innovative Segue is officially hosting The Sunnyside Community Block Party on Saturday, August 24, 2019, to be held at Sunnyside Park (3502 Bellfort, Houston, TX 77051) which will take place from 12am - 6pm.

**Innovative Segue** is a non-profit organization that serves as a gateway for bridging the gap between social and economic development and disadvantaged communities. Our mission is to provide education and skill-set training, therapy and character development through services such as community programs, interactive initiatives, mentorship and other resources.

The Sunnyside Community Block Party is an annual event that serves to honor the **Sunnyside** area. We will commemorate families and businesses of that special community. Our goal is to uplift the youth and empower its residents by exposing them to a positive environment and diverse culture that will open their minds to thinking and believing that they too are an impactful and influential community. This celebration will be a fun-filled day of family fun activities, entertainment, great food and community resource providers. We will shine a spotlight on the great assets of Sunnyside- while, providing a positive opportunity for its members to enjoy the outdoors and connect with valuable resources from within the area.

This year's celebration will be hosted by Miss Nita and Big Jimmy. It will feature some of Houston's local talent and hottest artist. We are currently accepting bookings for performances- if you know of anyone whom may be interested, all inquiries can be submitted online via [bpwap.innseg.com/entertainment](http://bpwap.innseg.com/entertainment).

This is a **Free** event. Attendees will be able to purchase food from participating vendors. A portion of the proceeds will go toward benefiting a partner charity or service providing organization.

We look forward to hosting a memorable celebration. Anyone interested in getting involved as a sponsor, vendor, entertainment, volunteer, supporting organization or member of the press should contact: [bpwap.innseg.com/contact-us](http://bpwap.innseg.com/contact-us).

For more info. visit [bpwap.innseg.com](http://bpwap.innseg.com).

We look forward to seeing you on August 24th!!