United South End Settlements

Congratulations, Team USES

Monday, two amazing individuals, Jane Egers and Steve Hall, ran 26.2 miles for United South End Settlements in the 2017 Boston Marathon. Together, they raised $25,505 for USES.

As Jane put it, “Running Boston for my home team, United South End Settlements, made every step in training and during the race exhilarating for me and the 30% of people in the South End living below the poverty line. Thank you to the South End and my friends for the incredible support for this amazing organization.”

USES125 Exhibit Opens April 6

On April 6, neighbors and friends of USES came out to celebrate the opening of the USES125 Exhibit, which celebrates the history and legacy of settlement houses in the South End and Lower Roxbury.

Come by the Harriet Tubman House soon to see the exhibit and leave your mark on our interactive community board.

Pepsi ad failed its multicultural audience

BY REV. FRANCO MONDO

Pepsi ads aim to emphasize its youthful brand by championing it as “the choice of a new generation.” Not a bad marketing tool to turn its sex-as-a-lack status into a Coca-Cola, its arch rival, into an advantage.

However, Pepsi’s recent commercial starring Kendall Jenner (of the Kardashian clan) was a fiasco. And, the backlash was fast and furious, because it preyed on racial and ethnic stereotypes. Asian and Pacific Islander Muslim woman wearing hijab, black male as negro and hip hop artist, while not overt police holding feet against a multiethnic crowd. And, of course, the replacement of the white hero’s resucie. Jenner threatens a possible riot simply offering a cop a Pepsi. However, before the demonization Jenner removes her blonde wig to give to a black woman because natural hair isn’t Euro-centric fashion-conscious female knows won’t do.

Front and center of the controversy.

Cathedral of Holy Cross Celebrates Easter

(Left) Cardinal Sean greeting people after Mass outside the Cathedral on Easter Sunday. (Right) Surrounded by Easter lilies, the Cardinal preaching. Photos by Patrick O’Connor.

Community Meetings

<table>
<thead>
<tr>
<th>District 4 Monthly Public Safety Meeting</th>
<th>Flower Exchange Development Open House</th>
<th>11 Fayette Abutters Meeting</th>
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</thead>
<tbody>
<tr>
<td>District 4 Headquarters, 650 Harrison Avenue, South End Monday, April 24th from 6PM-8PM</td>
<td>540 Albany Street, South End Wednesday, April 26th from 5PM-7PM</td>
<td>11 Fayette Street, Bay Village (On-Site) Thursday, April 27th from 6PM-7PM</td>
</tr>
</tbody>
</table>

South End Health Center’s Annual Fundraiser

South End Kicks is South End Community Health Center’s (SECHC) reimagined annual fundraiser in support of our Wellness Initiatives that promote physical activity and good nutrition for 14,000+ patients.

Guests are invited to don their favorite “kicks” and/or bring a new pair for a SECHC patient at this festive catered reception featuring hearty hors d’oeuvres, fine wines and signature cocktails.

South End Community Health Center’s reimagined annual event, South End Kicks is a fundraiser in support of Wellness Initiatives that promote physical activity and good nutrition for our 14,000+ patients. Lace up your favorite “kicks” for this festive reception.

Bring a new pair of sneakers to donate to an adult or pediatric SECHC patient.

Enjoy hearty hors d’oeuvres by Above and Beyond Catering, accompanied by fine wines, signature cocktails, and family Latin/Reggae band, Los Four.

South End Kicks will also feature a curated silent auction and live music provided by the Boston Children’s Chorale in support of our Eat Smart/Live Healthy programs. Proceeds benefit the SECHC Fund.

DATE: Wednesday, April 26, 2017 from 6PM to 9PM

LOCATION: Ink Block’s Entertainment Lounge, 360 Harrison Ave, Boston, MA 02118

TICKET PRICES:

- Kids Tix $15
- Super Kicks Tix $250, includes a pair of "kicks" donated in your name
- Rollin’ Kicks Tix $1,000, includes two (2) Super Kicks Tix and name recognition in event materials. South End Kicks is a 21+ event.

http://www.sechc.org/
The ad was not only tone deaf in culturally appropriating the Black Lives Matter struggle, but it was also an ill-conceived, ambitious project overwhelming to tap into a multi-cultural and new market: Millennials.

Of all previous generations, however, Millennials are the most health-conscious customers, and non-alcoholic carbonated drinks—like both Coke and Pepsi—well, they are just not that into them, a consumer analytics provider revealed at recent December 2016 that Millennials between the ages of 18-24, consume mostly natural drinks.

However, both cola conglomerates gave their ads a majority to the children of their most loyal fan base—African Americans and Latinos.

Pepsi and Coke have a long history with the African American community, especially Pepsi; however, for a relatively young loyal fan base because Coke once referred to as the “Jim Crow drink” would not sell to African American markets.

Pepsi, decision-makers referred the ad “Weird drink”—exploited the opportunity, narrowing its competition with Coke by targeting markets in the Southern black belt and the Northern inner cities and hiring an all-black sales team.

Pepsi ads flooded stores patronized by us and African American publications with black models and personalities. And Pepsi is still doing that. As recent June 2013, Beyoncé and Christina Aguilera were hired to promote national sales in black and Latino markets, respectively.

Despite public outcry, many multi-cultural marketers at soft-drink industries applauded Pepsi with their recent ad for recognizing the expanding face of its consumer base and for aiming to employ “gender advertising” and “brand marketing” at diversified Millennials, especially in urban cities.

With pushback from healthcare professionals, activists, and environmentalists about marketing these drinks, like Pepsi, to economically distressed areas where fast-food chains also disproportionately target African American and Latino populations, especially our children, the plea has fallen on deaf ears.

“Let’s face it, Hispanics and African Americans are much less interested in diet products. Sip diet drinks — if the sweeter the better — as well with them,” Todd Putnam, a white professional, multi-cultural marketer, quoted in the Advertising Age article “Soft-Drink Industry Is Smart to Target Hispanics and Blacks.” There are a lot of cultural barriers to getting both groups to understand the importance of being lean.”

There are a lot of cultural and socioeconomic barriers and the translation of these ads are one of them. For example, with both former NYC mayor Michael Bloomberg and former first Lady Michelle Obama campaigns against unhealthy sugary drinks to combat childhood obesity and Type 2 diabetes, Coke and Pepsi, not out of the blue, are among the beverages of choice among both groups, exceeding water. During black and Latino prime time TV shows, especially on networks like Black Entertainment Television (BET) and the American Spanish-language Telemaando, Coke and Pepsi ads ran disproportionately higher than on general prime TV show—“less than 50 percent of their ads on these networks compared to 2 percent on the others.”

With African Americans and Latino markets viewed as providing all drink companies are lifetime of opportunity” these companies are diastrophic to create healthier beverages. And they don’t see it as exploitation, but rather as niche marketing.

“Do they see these groups as exploitation? I don’t think so... On many levels, the soft-drink industry is being deemed as it were the new big tobacco.”

Pepsi is labeled as a friend to African Americans and Latinos coordinators. As a corporate philanthropist, Pepsi gives generously to African American and Latino causes and organizations. In 2015, Pepsi celebrated its 50th Anniversary Driving Back Program. One of its big grant recipients was the Big Brothels, Big Sister of Metropolitan Chicago, an after-school program that aims to improve their chances at the American Dream.

But how would could their chance been improved upon drinking their product?

Pepsi has a high concentration of sugar and caffeine. Both are addictive ingredients keeping our children coming back for more. These ads are, too.

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Call Jeff at (617) 464-7280 ext. 202 or email: sales@southendnews.com.

DIVORCE SUMMONS BY PUBLICATION AND MAILING

Commonwealth of Massachusetts
The First Circuit
Probate and Family Court

Nooora Adim vs. Charienne Barton

To the Defendant:
Charienne Barton
13 Sabin Street
Boston, MA 02116

The Probate Court of the First Circuit, having in consideration the petition of Noora Adim praying for a divorce on the ground of failure to appear, prays that the defendant be served with a notice of the petition and demand for a divorce, to appear at the Court on the date specified afterwards.

The Defendant is to be served at:
13 Sabin Street
Boston, MA 02116

An automatic stay of Orders has been entered in this matter preventing you from taking any action which will negatively impact the current financial status of another party. See Supplement of Probate Court Form 81.

You are hereby notified and required to serve upon:
John Joseph Lucey, Esq.
13 Sabin Street
Boston, MA 02116

If you fail to do so, the court will proceed to the hearing and adjudication of this action. You are also required to file a copy of your answer, if any, in the Office of the Register of Probate.

WITNESS, Heen, Jane F. Armstrong, First Justice of the Court,

Ann Marie Possancino, Register of Probate

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Cathedral

Continued from page 1

(Top Left) Easter flowers decorate the sanctuary. (Top Right & Bottom Left) Cardinal Sean greeting people after Mass outside the Cathedral on Easter Sunday. (Bottom Right) Fr. Kickham blessing the congregation. All photos by Patrick O'Connor.
Mayor Walsh Announces
Imagine Boston Capital Plan

Submitted by the Office of the Mayor

Mayor Martin J. Walsh presented his $2.08 billion proposed Fiscal Year 2018 - Fiscal Year 2022 (FY18-FY22) Capital Plan, which makes critical investments in the City’s infrastructure in every Boston neighborhood, guided by Boston’s citywide plan, Imagine Boston 2030. With the City’s planning efforts well underway, Mayor Walsh is proposing to maximize the use of all resources available for capital investment in this year’s plan. The initiatives included in this Capital Plan will mean a greatly improved quality of life for all residents, with a focus on those who have been historically marginalized, to meet the City’s plan to achieve net zero emissions by 2050.

The FY18-FY22 Capital Plan includes $1.0 billion over ten years to bring Boston’s school buildings into the 21st century. This plan includes investments in educational technology, the replacement of aging buildings, and the creation of more attractive and accessible public spaces.

A $900 million investment in the new Hunter Street School, which is scheduled to open in 2020, will provide a safe and modern learning environment for students. The school will feature state-of-the-art classrooms, a new gymnasium, and other amenities.

The plan also includes $1.3 billion for transportation improvements, including $625 million for the Green Line Extension, which will run from Lechmere to Cambridge.

An additional $425 million will be invested in affordable housing, with a focus on the construction of new multifamily units.

Education

Mayor Walsh has committed $1 billion over ten years to bring Boston’s school buildings into the 21st century, and this Capital Plan launches that investment with funding for the Massachusetts School Building Authority’s Accelerated Repair Program. The program will focus on replacing the oldest buildings and addressing critical repairs.

Technology

The city will spend $200 million on technology and cybersecurity, including funding for the Big Data Institute, which will help the city manage data more effectively.

Open Space

The plan includes $400 million for the development of new open spaces, including the transformation of the Longfellow Bridge area into a park.

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Capital Plan
Continued from page 4

the city and restoring Boston Common to its full vibrancy.

Mayor Walsh recognizes the need for inclusive design and has created robust budgets for park renovation projects at Martin’s Park in the Seaport, South Playground in Allston, and McConnell and Garvey Parks in Dorchester. This year, Mayor Walsh will launch a $4.8 million pathway improvement around Jamaica Pond, Phase II of Mary Hannon Playground in Roxbury, and a $4 million renovation of Reservation Road Park in Hyde Park. FY18 will also bring the beginning of the renovation of the 45-acre Hanover Park.

Energy and Environment

Leveraging outside funding, the Capital Plan allows for development of more detailed climate plans for Boston neighborhoods, especially those most at risk for coastal flooding, as recommended in Climate Ready Boston.

Through Renew Boston Trust, Boston will undertake renovation projects to reduce city buildings’ energy consumption and capture the resulting financial savings.

Health

Boston is renovating several neighborhood community centers to better serve residents’ needs. In FY18, Mayor Walsh is launching a major renovation to the BCYF Curley Community Center, an asset of the South Boston community. Construction will begin in FY18 on renovations to the BCYF Vine Street Community Center in Roxbury and the BCYF Gallivan Community Center in Mattapan.

Housing

Mayor Walsh’s Capital Plan invests in the reconstruction of roads and sidewalks in the Whittier Street housing development in conjunction with a $70 million Housing and Urban Development grant to revitalize the development and surrounding neighborhood. Known as Whittier Choice, the project will ultimately create a total of 387 mixed-income rental units.

Boston will also be renovating the second floor of the Woods Mullen Shelter to increase programming space, including a housing search and intake area that enables shelter staff to meet with every new guest entering the shelter to conduct an in-depth assessment.

Arts and Culture

The Percent for Art Program, funded for the first time in Mayor’s Capital Plan, demonstrates the City’s leadership and commitment to sustainable funding for the arts by setting aside one percent of the City’s annual capital borrowing for the commissioning of public art. The City projects to borrow $270 million in FY18 to support the capital plan, and will invest one percent, or $17 million, in public art projects in FY18.

Continued on page 6

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Capital Plan
Continued from page 5

In FY18, a $15.7 million project will be launched to preserve the Library's valuable and historic special collections in rare books and manuscripts. This project will begin with the inventory of the Central Library's Cossey Square's Rare Books & Manuscripts Department's nearly 250,000 rare books and one million manuscripts.

The Mayor's Capital Plan also launches projects for new or renovated spaces at the Upham's Corner and Fields Corner branches in FY15. It includes funding for new, smaller scale facility improvement projects, including interior updates at the South End, Lower Mills, and West Roxbury branches, as well as landscaping and exterior space upgrades at the South Boston Branch.

Public Safety

The City is also renovating neighborhood firehouses and police stations. Design is underway on the new East Boston Police Station, a $25.5 million project that will replace the existing A-7 stations. The new engine 42 in Revere and 16 in Dorchester will be among the first of firehouses in the nation that reflect safety enhancements that keep fire contaminants away from living areas, and improve personal and gear cleaning facilities.

The Police Department is upgrading and replacing its radio system to serve our police officers, as it had outlived its useful life. The project will include $56 million in operating and capital investments over four years.

Government Effectiveness

Mayor Walsh's Capital Plan includes funding for Youth Lead the Change, a participatory budgeting process where young Bostonians make decisions about how to spend $1 million each year. Projects funded to date include providing laptops in schools, park renovations, adding trash bins and recycling bins, and installing wifi in schools and community centers.

Mayor Walsh launched the City Hall Master Plan to allow Boston to rethink the way the public interacts with government in City Hall and to revitalize the plaza. The City has successfully launched pilot projects, including "Boston Winter" on the plaza and the exterior lighting installation to enhance the building's original design and City Hall plaza. The City also has begun to provide a new visitor entrance, improved signage, and coffee kiosks to make the building more user-friendly.

With funding through the FY15-FY22 Capital Plan, the City will renovate the plaza and transactional spaces in City Hall to provide a more inviting space to the public while making needed infrastructure and accessibility improvements.

USES
Continued from page 1

Register for Camp Hale!

Located on Squam Lake in New Hampshire, Camp Hale provides exciting outdoor experiences for urban youth. Campers enjoy hiking adventures, challenging team activities, and the opportunity to make new friends from different backgrounds. Our goal is for campers to leave with new skills, confidence, and multi-cultural awareness. We are now enrolling for summer 2017. Camp Hale is free to all attendees, all expenses covered. All community members are welcome to come and learn about the resources and job openings right here in our neighborhood.

A Talk with Kate Larson

Kate Larson, author of Harriet Tubman biography "Bound for the Promised Land," will be joining us on April 27th at 6:00pm for a talk on her book and a short reception. This event is offered in partnership with the South End Historical Society.

Cocktails for Campfires

Join us on Saturday, April 29th, 6:00pm at Clerys Boston for Cocktails for Campfires, a fundraising event for the boys and girls of Camp Hale! This event is hosted by the Camp Hale Alumni Association.

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Call: 617-484-7280 ext. 202 or email: sales@southendnews.com

South End Neighbors

Please join us for Boston's annual spring cleanups!

FRIDAY, MAY 5 & SATURDAY, MAY 6

Register as a volunteer at: bit.ly/2017-sign-up

Questions? Contact the Love Your Block team.

(781) 634-2500 • WWW.BOSTONLOVEYOURBLOCK.COM • LOVEYOUR BLOCK@BOSTON.COM

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(Top) Jana Eggers (Bottom) Steve Hott
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Call Jeff at (617) 464-7280 ext. 202 or email: sales@southendnews.com.
PLANT: DUDLEY SQUARE

MONDAY, APRIL 24
5:00 PM - 2:00 PM
2300 WASHINGTON ST
Bruce C. Bullock Municipal Building - 2nd Floor School Committee Room
Roxbury, MA 02119

PROJECT DESCRIPTION:
The PLAN: Dudley Square workshop on April 24 will begin with a special resource fair. Various City of Boston departments will be present to share information specific to job training, career services, education programs and a small business assistance. Representatives from BEST Hospitality Training, Building Pathways, Greater Boston American Apprenticeship Initiative, Morgan Memorial Goodwill Industries & Boston Career Link, Project Hope, ROC, Roxbury Center for Financial Empowerment, Turbo-Free Community College Plan, YOU Boston, Redlining data in procurements, Design Services and On-Site Technical Assistance and others will be available for questions.

Following the Resource Fair the workshop will focus on economic development goals and feasibility considerations for city-owned land in Dudley. Feedback from the workshop will be reflected in the Requests for Proposals (RFPs) for this land that will be produced in the coming year. Throughout the evening there will be opportunity for attendees to engage in productive dialogue with City/BPDA team members and each other.

MAIL: COURTNEY SHARPE
Boston Planning & Development Agency
One City Hall Square, 9th Floor
Boston, MA 02201
PHONE: 617-635-4431
EMAIL: Courtney.Sharpel@boston.gov

We are the future of the LGBT community.

“The world still has its challenges but things are getting better. From the way we first met on line to marriage equality to our daughter’s upcoming Quinceañera, our life together is more fulfilling every day. We keep up with events and entertainment on EDGE, because that’s where we see our future at its brightest.”

Tina Padilla, Executive Director/Secretary

&

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The people depicted here are models. Their image is being used for illustrative purposes only.

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