

# ECHO News Release

## *Emergency, Community and Health Outreach*

FOR IMMEDIATE RELEASE



### **ECHO MINNESOTA PROGRAM AIMS TO REDUCE SNOW EMERGENCY TOWING FOR IMMIGRANTS AND REFUGEES**

**Available in Eight Languages Including Karen**

**St. Paul, Minn. (11.22.11)** – As December nears, Twin Cities residents are gearing up to deal with the approaching months of snowfall and what that means for their day-to-day lives. To help them do this, a new ECHO television program is taking measures to ensure that all residents, including those who speak limited English or may not speak English at all, understand the rules of a Snow Emergency – why it is declared, what it means for their vehicles, and the rules of parking, and the consequences if parking regulations are not followed.

ECHO Minnesota, in partnership with the cities of Minneapolis and Saint Paul, and Minnesota Medical Response System (MMRS), has created a 20-30 minute program in eight languages that will give Twin Cities' residents the information they need to keep their cars from getting tagged and towed this winter.

*"Through ECHO's multi-lingual programming, we hope to make life a little easier for those residents who are new to our city and unfamiliar with its culture. ECHO's programs will allow us to help our new neighbors avoid the expense and inconvenience of violating our snow emergency rules, while building trust with Saint Paul's city government." David Hunt, Public Information Officer, Saint Paul Public Works*

This resource comes in the form of a television program and DVD that is free to community members and gives viewers a foundational knowledge of snow emergency rules for Minneapolis and Saint Paul. The program will air on **tptMN** (Comcast Channel 243) on Sundays in December and is available any time for streaming at **echominnesota.org**. Each show features experts from the related community and discussions are culturally tailored.

*"This program offers us a unique opportunity to reach even more people who don't speak English," said David Rubedor, Director of the Neighborhood and Community Relations Department for the City of Minneapolis. "ECHO is broadcast throughout the metro area, not just our city. This will help explain Snow Emergency parking rules to residents and to people who may not live in Minneapolis but drive here in the winter."*

Schedule:

- **Dec. 4 at 7 p.m. in English** – Guests: Tom Sagert, City of St. Paul and Gao Vang, City of Minneapolis
- **Dec. 4 at 7:30 p.m. in Spanish** – Guests: Chevo Perez, City of St. Paul and Roman Gonzalez, City of Minneapolis
- **Dec. 11 at 7 p.m. in Hmong** – Guests: Long Yang, City of St. Paul and Gao Vang, City of Minneapolis
- **Dec. 11 at 7:20 p.m. in Somali** – Guests: Abdi Omer, City of St. Paul and Ahmed Muhumud, City of Minneapolis
- **Dec. 11 at 7:40 p.m. in Karen** – Guests: Henry Ung, City of St. Paul and Ahmed Muhumed, City of Minneapolis
- **Dec. 18 at 7 p.m. in Vietnamese** – Guests: Huong Hoang, City of St. Paul and Ahn Nguyen, City of Minneapolis
- **Dec. 18 at 7:20 p.m. in Lao** – Guests: Nou Gamble, City of St. Paul and Thavisack Silaphet, City of Minneapolis
- **Dec. 18 at 7:40 p.m. in Khmer** – Guests: Henry Ung, City of St. Paul and Cheyenne Erickson, City of Minneapolis

\* Free DVDs can be requested at [echominnesota.org/understanding-snow-emergency](http://echominnesota.org/understanding-snow-emergency).

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#### **About ECHO Minnesota:**

Formed in 2004, the mission of ECHO is to leverage partnerships to deliver vital health, safety, emergency and civic engagement information to help the ever-changing, diverse population integrate and become successful in our communities. For more information visit [www.echominnesota.org](http://www.echominnesota.org).

**ECHO Minnesota | 125 Charles Ave., St. Paul, MN 55103 | [www.echominnesota.org](http://www.echominnesota.org) | 651-789-4337**