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New York City Public Housing Preservation Trust Announces Logo Winner

NYCHA Resident Shairon Rose Seals the Trust's Visual Identity



New York City Public Housing Preservation Trust

The New York City Public Housing Preservation Trust (the Trust) and the Public Housing Community Fund announced the winner of its logo competition – Ms. Shairon Rose. Ms. Rose is a resident of New York City Housing Authority's (NYCHA) Saint Nicholas Houses in Manhattan. She submitted her winning logo to the design competition, establishing the Trust's visual identity.

The Trust was created in June of 2022 by state legislation signed by Governor Kathy Hochul and championed by public housing residents, public housing employees, state legislators, City legislators, New York City Mayor Eric Adams, and the New York Housing Authority. The Trust was empowered to completely renovate up to 25,000 apartments with the consent of residents.

As the newest government agency in New York City, the Trust is partnering with NYCHA residents to build its operations from the ground up, including its visual identity through the logo contest. The logo contest was open to all current residents of NYCHA and the Trust is delighted that Ms. Rose chose to submit. On Wednesday, the Public Housing Community Fund presented Ms. Rose with a \$2,000 prize.

"I love New York City – its ambition and energy create a place where dreams are fulfilled. The Trust will be an important part of shaping New York City's future and that inspired my logo," said **Ms. Shairon Rose, the contest winner.**

"We are grateful for the participation we received from residents in helping us visualize our mission," said **Vlada Kenniff, President of the Public Housing Preservation Trust.** "Ms. Rose submitted a creative design and the final logo establishes a fresh look that aligns with our mission to safeguard public housing in partnership with residents."

"The Public Housing Community Fund is proud to support residents and great art and is thrilled to award Ms. Rose the prize for contributing her talent to the Trust," said **Alex Zablocki, President of the Public Housing Community Fund.**

"Ms. Rose has not only sealed the visual identity of the New York City Public Housing Preservation Trust but has also showcased the vibrant creativity that resides within NYCHA communities," said **NYCHA CEO Lisa Bova-Hiatt.** "As the Trust takes its form, we are inspired by Ms. Rose's innovative design, a testament to the collaborative spirit between the Trust and NYCHA residents."

About the Trust

The New York City Public Housing Preservation Trust was founded as a flexible, resident-centered organization with a mission to deliver on the promise of public housing to provide safe, quality, and affordable housing in perpetuity. By organizing, financing, and executing quality renovations for public housing residents, the Trust will safeguard public housing for years to come. Learn more at www.preservationtrust.org.

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