

**FOR IMMEDIATE RELEASE**

May 25, 2022



Habitat Media Contact:  
Erin O'Brien  
Land & Permitting Manager  
Central Berkshire Habitat for Humanity  
Office: 413.442.3181 x8  
Cell: 856.304.8703  
[planner@berkshirehabitat.org](mailto:planner@berkshirehabitat.org)

Berkshire Bank Media Contact:  
Alicia Jacobs, AVP, Public Relations Officer  
[Ajacobs1@bershirebank.com](mailto:Ajacobs1@bershirebank.com)  
(413) 242-6540

## **Berkshire Bank's Xtraordinary Day Sponsors & Supports Revitalization Projects with Central Berkshire Habitat for Humanity**

**Pittsfield, MA** – Central Berkshire Habitat for Humanity (CBHFH) and Berkshire Bank are proud to announce plans for the 2022 Westside Xtraordinary Day this June 8, a day dedicated to community revitalization and volunteerism in the Westside neighborhood of Pittsfield.

"We are looking forward to once again holding our Xtraordinary Day in the communities we serve as it is a source of pride for our employees who are eager to make positive contributions," said Lori Gazzillo Kiely, Director of the Berkshire Bank Foundation. "We're proud to dedicate an entire afternoon to lifting up our communities through projects such as this neighborhood revitalization in partnership with Central Berkshire Habitat for Humanity."

Berkshire Bank's Xtraordinary Day (X-Day) is held across five states – MA, NY, VT, CT, and RI, with branches and offices closing from 12pm - 4pm on June 8 for concurrent day of community service events. In Pittsfield, the day brings together approximately 200 volunteers from Berkshire Bank to work alongside Westside neighbors, and Habitat for Humanity staff and volunteers as part of a day of service. Homeowners and renters within a concentrated work area benefit from a variety of home repair and landscaping options such as fence repair, small painting projects, power-washing, and application of house numbers. Some residents have opted to receive elevated garden planters with floral and vegetable plantings. Ultimately, the whole neighborhood benefits from this

event with an increased sense of community and pride of ownership.

And this year, Habitat is distributing a number of donated Ring video doorbells including lifetime subscriptions to those residents who participate in the day's activities. Leading up to this event, for those residents that already had working doorbells installed, Habitat has been working with Taconic High School's CTE program Electricity Program to have junior year students do the installations throughout the neighborhood.

To add to the neighborhood esthetic, local artist and art teacher, Hope Aguilera and her students from Pittsfield High School will be designing and painting a community mural on the side of B&P Auto Supply's shop on Columbus Ave, directly next to a new Habitat construction build site on Robbins Ave. "We are excited to be working with a group of young artists who will help us transform an ordinary brick wall into a positive vision of the neighborhood"

"Habitat is proud to bring people together to build homes, communities, and hope. We are thankful for the generous sponsorship and volunteer efforts of Berkshire Bank, neighborhood residents, and grassroots organizations that are working together on the revitalization efforts in the Westside," says CBHFH CEO Carolyn Valli.

###

---

Photo included: This year's event will include fence repairs and painting within designated streets of the Westside neighborhood.

