



13 Belmont Avenue
NewArk, N.J. 07103

November 8, 1972

FOR IMMEDIATE RELEASE

We believe no one can deny that low and middle-income families in NewArk need and deserve decent housing. The fact that most low-income families in NewArk are Black and Puerto Rican is not one which we have created: we are laboring to make some meaningful economic and social gains in the NewArk community with all of our program..

This apartment building, Kawaida Towers, is only one of our efforts to raise the standard of life in our city. But the antagonists of the development of this apartment building, which will raise the standard of living for 210 low (and middle) income families, have made a racial issue of a project which is certainly necessary for the development of NewArk, New Jersey. This need is blurred by the illusion which racists are laboring under: THAT THE NORTH WARD IS "ALL WHITE".

The North Ward might once have been "all white" but the white community in the North Ward must learn to live with the fact that the Black and Puerto Rican community composes some 30% of the North Ward.

Kawaida Towers will open its doors to low and middle income people, hopefully in late 1973. And Kawaida Towers offers the types of services to its potential apartment community which will avoid the ill social effects associated with high rise apartment buildings. (except the high income high rises on Mt. Prospect Avenue.). Even though it is 16 stories with 210 apartments, there are 120 balconies. A compactor, which reduces the size of bulk waste, will be used as an alternative to air polluting incinerators.

A community lounge and workshop; day care center (over 1,000 square feet), an audio-visual room for the watoto (children), and a tenants' hobby shop: these are some of the amenities that will put Kawaida Towers on a par with any housing in this city. The first floor also gives the Kawaida community a 1300 square foot community room with a kitchen and audio-visual room, plus a library, an exhibition and display room and a room for arts and crafts with storage space. Kawaida Towers will be a community, and those living there will feel like a community rather than "tenants". Kawaida Towers will definitely be a positive contribution to the North Ward and the city of Newark.