

—Slug:.....COMM-0870.bratt.comm_ambassadors
—Contributor.....
—Contributor email.....
—For section..... Town and Village
—Format..... News - no byline
—Dateline..... Brattleboro
—Article Number:..... 43741



Notes from editor (not for publication):



HEADLINE ELEMENTS:

####BEGIN HED####

1 Downtown Brattleboro Alliance receives grant for
2 Community Ambassador initiative

####END HED####

####BEGIN SUBHED####

3

####END SUBHED####

4 TEXT BODY:

####BEGIN TEXT####

5 The Downtown Brattleboro Alliance (DBA) has received
6 a grant from the Vermont Community Foundation to pilot a new
7 Community Ambassador Program that will bring together local
8 youth and young adults to welcome residents and visitors to
9 downtown Brattleboro during major events and busy weekends.

10 According to the DBA, the Community Ambassador
11 Program will run from July through December 2026 and will

12 recruit a diverse cohort of volunteers ages 15–35 to serve as
13 friendly, visible ambassadors downtown.

14 “Community Ambassadors will greet visitors, offer
15 directions and recommendations, and help foster a safe,
16 welcoming, and family-friendly atmosphere during events such
17 as Gallery Walk, the Wagner Festival, the Literary Festival, and
18 the Festival of Miniatures,” they said.

19 “Community Ambassadors will not only help visitors feel
20 welcome, but will also build meaningful relationships, leadership
21 skills, and a stronger sense of connection to Brattleboro,” Kate
22 Trzaskos, executive director of the Downtown Brattleboro
23 Alliance, said in a news release.

24 The project was developed through the community-led
25 Next Generation Brattleboro initiative, which identified a need
26 for stronger opportunities for civic engagement, social
27 connection, and belonging among young people in the
28 community. The program also responds to community interest in
29 creating a more welcoming downtown environment for residents
30 and visitors alike.

31 DBA will partner with Building a Positive Community
32 and Next Generation Brattleboro to recruit and support
33 participants. Two paid Ambassador Captains will help co-design
34 the program and lead a volunteer cohort of approximately 24
35 Community Ambassadors.

36 According to DBA, participants will receive training,
37 attend team-building and community learning sessions, and serve
38 in multi-age teams throughout the six-month pilot. Community
39 Ambassadors will develop relationships across age groups and
40 backgrounds while gaining experience in civic leadership and
41 volunteer service. At the same time, downtown businesses,
42 residents, and visitors will benefit from a more welcoming and
43 connected downtown experience.

44 “This grant supports innovative community-based
45 projects that strengthen relationships and foster a sense of
46 belonging,” said Brattleboro Town Manager John Potter. “The

47 Community Ambassador program is a creative approach to
48 engaging young people while helping build a stronger, more
49 connected Brattleboro.”

50 The program will conclude with a community
51 celebration in December, hosted in partnership with downtown
52 businesses, to recognize the contributions of the Community
53 Ambassadors and celebrate the connections formed through the
54 initiative.

55 This project is made possible through support from the
56 Vermont Community Foundation, which invests in projects that
57 strengthen community connections and build social capital
58 across Vermont.

59 To apply to be a Community Ambassador Volunteer, go
60 to bit.ly/870-amb for an application. The deadline is June 22.

####END TEXT####

BIO/COATTAIL:

####BEGIN BIO/COATTAIL####

61

####END BIO/COATTAIL####

LAST ISSUE IN WHICH THIS FILE CAN BE RUN:

####BEGIN MAXISSUE####

62

0

####END MAXISSUE####

LINKS:

####BEGIN LINKS####

63

####END LINKS####

VIDEO:

####BEGIN VIDEO####

64

###END VIDEO###

LOGLINE (SOCIAL MEDIA):

###BEGIN LOGLINE###

65

###END LOGLINE###