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**For immediate release**

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## **PAG Regional Council presents inaugural 'First Impressions Award'**

Tucson Quality Inn locations at 2803 E. Valencia Road and 1025 E. Benson Highway have a look that leaves a good first impression.

The outstanding landscaping design at both locations was recognized today by the Pima Association of Governments' Regional Council with a First Impressions Award, given on behalf of PAG, Tucson Regional Economic Opportunities, Southern Arizona Leadership Council and Tucson Clean and Beautiful.

"The award program is designed to recognize properties that take pride in their appearance along our key gateway corridors of the region to provide that positive first impression to our visitors," said Dennis Dickerson, coordinator of the regional beautification effort for PAG. "We encourage other property owners along our major corridors to look to the Quality Inn as an example of how landscaping treatment can make a difference in your overall appearance, as well as the community's."

The regional beautification effort, led by PAG, TREO, SALC and TCB, began in January with a litter clean up along Tucson Boulevard, from Tucson International Airport to the Kino Parkway overpass. A second clean up was held in April along Starr Pass Boulevard and Mission Road.

More than 300 bags of trash, other garbage and buffelgrass were removed between the two sites. Additional cleanup events will be scheduled. Other issues being addressed are landscaping and signage improvements and buffelgrass removal.

For more information, please visit [www.PAGnet.org](http://www.PAGnet.org) and visit the Regional Beautification Efforts link.

*Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, air quality and water quality. Please visit [www.pagnet.org](http://www.pagnet.org) for more information.*