



**For Immediate Release**

## **COMMUNITY ANALYTICS PULLS TOGETHER TO PULL WEEDS**

**Employees Team Up to Revitalize Herring Run Park**

BALTIMORE (May 2008) – Bright and early on Saturday, May 17<sup>th</sup>, Community Analytics employees rallied together for yet another community service event. Led by Research Manager Shannon Pirrung, employees volunteered to help pull weeds and plant seasonal species in Herring Run Park in Baltimore, Maryland.

The event was hosted by the Herring Run Watershed Association, an organization whose mission is to improve the environmental and aesthetic quality of the Herring Run Watershed by conducting stewardship and education programs, and by mobilizing volunteers for monitoring, restoration and advocacy. With the help of other community members, the Community Analytics team was able to clear a 1500 square foot area of invasive species and save 11 trees from suffocating. While the trees were not hurt in the process, five of Community Analytics' team members fell victim to Herring Run Park's poison oak.

"Pulling weeds for four hours is tough work, but seeing the outcome and beauty of the Park makes the experience worth it. Everyone was a lot of fun to work with and I cannot wait until next time," says Pirrung.

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### **About Community Analytics:**

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

### **About Herring Run Watershed Association:**

HRWA is a grass roots, volunteer-based environmental organization whose vision is that of a vibrant urban community that cares for and lives in harmony with its environment; creating a healthy watershed now and for future generations. Through volunteer committees, stream teams and cooperative efforts between Baltimore City and Maryland State Government, HRWA conducts hands-on projects such as stream restoration, tree planting, invasive plant removal and stream monitoring.

*For more information about Community Analytics, please contact:  
Myra Norton | [mnorton@comlytics.com](mailto:mnorton@comlytics.com) | 443.263.4203*

[www.communityanalytics.com](http://www.communityanalytics.com)