

# Greater Fall River Recreation reclaims identity

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The Fall River agency widely known as Community Development Recreation has reclaimed its original name in an attempt to make its purpose more clear to the community.

Greater Fall River Re-Creation, the name of the agency when it was founded in 1970, replaces CD Rec, a moniker that Executive Director Grace Gerling said left city residents scratching their heads.

"The name was confusing many people coming to the door," she said. "We want to bring this new name to the forefront."

The new name technically isn't new at all, according to agency program director Jamison Sousa. Sousa said the group of young professionals who founded the agency decided there was a need to "recreate" the spirit of community involvement in Fall River, where few opportunities were available at the time.

"It's always been Greater Fall River Recreation, but when Community Development Block Grant Funding came in, that became the main focus."

The grant funding allows the agency to provide affordable after-school programming to low-income and multi-cultural youth.

The agency's role in the community has expanded over the years. It now sponsors wellness programs, farmers markets, the annual Greater Fall River Fitness Challenge, job-training and GED programs for at-risk youth. It also hosts computer classes for all ages, a summer lunch program for city children and special family events year-round at its 72 Bank St. headquarters.

"We want to bring back the spirit we had when we started," Sousa said. "We are doing so much for the community and we want to make sure the whole agency is being recognized, not just one program. We have diversified ourselves to bring the community up."

A logo by Fall River artist Mark Zajac features the agency's name under the Braga Bridge, followed by its motto: "One Community. One Future."

More information on Greater Fall River Re-Creation's programs is available at [www.gfrrec.org](http://www.gfrrec.org) or by calling (508) 679-0922.

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