



## Reviving the NOSTALGIC BEAUTY of HIGHWAY 100.

SPONSOR A LILAC  
to help RESTORE this  
HISTORICAL AREA, from  
Robbinsdale to Edina.

And BECOME a  
PART of HISTORY.

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

A civic project conceived pro bono  
by Laukkonen Design

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Idea-oriented. Super-organized.  
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Michael A. Holtz, Mayor  
City of Robbinsdale  
4100 Lakeview Avenue North  
Robbinsdale, MN 55422

Mayor Holtz:

As director of the Campaign to Restore Lilac Way, I was pleased to read in the Sun newspaper that the city of Robbinsdale is considering a purchase of Graeser Park.

**This is an incredible opportunity for Robbinsdale to become part of a growing groundswell to bring back the historical area known as Lilac Way.**

The Campaign to Restore Lilac Way was inspired by the 1939 efforts of the Golden Valley Garden Club to beautify Highway 100 with flowering shrubs. Selling lilacs for fifteen cents each, they raised enough money to purchase almost 8,000 lilacs.

The Campaign will soon be asking community members to 'sponsor' a lilac for Lilac Way—reducing the strain on both city and Mn/DOT budgets.

**You can learn more at the web site, [www.restorelilacway.com](http://www.restorelilacway.com).**

I presented this Campaign to Patti Strohmayer, Paul Walvatne and DeWayne Jones at Mn/DOT last November, and am working with them to make this project happen. Liz Walton is also a supporter.

David Hawes, CEO of Tree Trust, has now signed on to be a Campaign Partner. Tree Trust is a non-profit organization that transforms the lives and landscapes of our communities, and will be an incredible resource for Lilac Way.

We hope you'll be inspired by both this Campaign and the recent efforts to return Roadside Park—the *only other surviving park*—to its original beauty. Rick Birno and the St. Louis Park Historical Wayside Park/Beehive Restoration Project committee are relocating the beehive and picnic table from Lilac Park to Roadside Park and restoring most of the historically significant structures in this park near Highway 7.

Please join us in our effort to restore this historical area by supporting the plan to purchase Graeser Park. We would love to see Robbinsdale join together to protect, and possibly rebuild, this rare park for future generations. The time is now.

Thank you for your consideration. Please feel free to call me if you have any comments or questions,

Karen Laukkonen  
Campaign Director