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## City of La Mesa Highlighted as Part of Strong Cities | Strong State Campaign

**Sacramento** - The city of La Mesa is profiled as part of the ongoing “Strong Cities | Strong State” campaign highlighting local government success stories across California. “Strong Cities | Strong State” is a project of the League of California Cities and the California City Management Foundation (CCMF).

“La Mesa is celebrating its Centennial in 2012 and it is fitting that La Mesa is highlighted as a Strong City with its long tradition of successful community projects,” says Mayor Art Madrid.

The city of La Mesa’s profile is accessible at: [www.strongcitiesstrongstate.com/city/la-mesa](http://www.strongcitiesstrongstate.com/city/la-mesa).

The “Strong Cities | Strong State” website is the centerpiece of a campaign broadly promoting city success stories alongside profiles of the elected officials and city managers working together to build and maintain a high quality of life for California city residents.

Highlights of city of La Mesa’s profile include:

- Civic Center Project a Key to Downtown Revitalization
- Transit Oriented Developments Keep La Mesa Vibrant
- Three City Fire Consolidation Provides Unique Efficiency Model

The overarching goal of the “Strong Cities” campaign is to promote the innovation and experience of local officials in delivering vital services at a time when this expertise is vitally needed by state leaders struggling with fundamental issues of governance. “Strong Cities | Strong State” seeks to position cities as vital, necessary and equal partners in building a better California.

The Strong Cities | Strong State campaign will continue profiling individual cities each day, with a goal of highlighting all California cities over the coming year-and-a-half. Profiles include photos, video and other media articulating how each individual city has been working to both provide essential services, as well as elevate the quality life of its residents. Success stories will range from public safety initiatives to educational partnerships, infrastructure improvements to community engagement strategies and more.

Visit “Strong Cities | Strong State” at [www.strongcitiesstrongstate.com](http://www.strongcitiesstrongstate.com).

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