

Proposal for Name Change from Waban Hill Reservoir Park to Heartbreak Hill Reservoir Park

Presented by: Friends of Waban Hill Reservoir Park
Supporting case for Name Change

- 1). *Clarification of Location:* The current name is confusing because the park is not located in the Waban section of Newton, Massachusetts. The site is located at the top of Heartbreak Hill which because of the Boston Marathon is well known to Newton residents as well as nationally and internationally. The new name will clarify more precisely the location of the Park.
- 2). *Promotion of Newton:* Promotion of the Park will highlight Newton both nationally and internationally since currently most outside of Massachusetts (and even some in Massachusetts) think that Heartbreak Hill is located in the City of Boston.
- 3). *Support Fundraising:* The name change will help with fundraising and will also create community awareness and pride. This project is a wonderful example of a public and community partnership and the more the community is engaged with the site, the more successful the project will be. The new name will allow for the selling of apparel, and other collectibles with Heartbreak Hill/Newton designs that will be beneficial for park promotion, fundraising and awareness of the location of Heartbreak Hill being in Newton.
- 4). *Community Engagement and Social Purpose:* The new name will be useful to help promote special fundraising events for various causes.

Potential issues check and cleared:

*Use of the name Heartbreak Hill-*According to our research, it does not appear that anyone has a claim to the name. The name "Heartbreak Hill" originated in an article written by Jerry Mason in which he described what he thought Jonny Kelly must have felt ("Heartbreak") when Tarzen Brown tapped him on the shoulder as he passed Kelly ascending the hill ("Hill") in the 1936 marathon-hence the name "Heartbreak Hill" was born.