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## FAMA's Work Initiative Transforms Lives, Strengthens Community, and Fuels Local Economy

TUCSON, AZ – The [North Fourth Avenue Merchants Association \(FAMA\)](#) is making a real impact—not just on the success of its legendary **biannual Street Fairs**, but on the lives of those who help bring them to life. Through its **innovative temporary work initiative**, FAMA hires **60-80 seasonal workers** for each event, creating vital employment opportunities for individuals from all walks of life, particularly those experiencing **homelessness and financial hardship**. This groundbreaking program, launched in **2020** by FAMA Executive Director **Casey Anderson**, isn't just about staffing events-it's about **empowerment, inclusion, and economic mobility**. By providing work to those who need it most, FAMA is not only **changing individual lives** but also **strengthening the fabric of the community**.

### From Street Fair Workers to Community Champions

For many, this program is more than just a job, it's a **path to stability, connection, and personal growth**.

- **Stephan**, once a participant in the work program, has become an integral part of the FAMA team. "It's given me a sense of purpose," he says. "I've built relationships with people on Fourth Avenue, and now, as a regular Weekend Warrior, I get to help keep our beloved district clean."
- **Sean**, who joined the initiative for the **Winter 2024 Street Fair**, describes his experience as **life-changing**. "I used to visit the Street Fair as a guest, but working it made me feel like part of the FAMA family. I've made new friends, reconnected with old ones, and truly feel a part of the community."
- **Ester's story is one of resilience and transformation**. Five years ago, she was homeless when Stephan introduced her to FAMA's work opportunities. Today, she credits the program with giving her **a second chance at life**. "It helped me get off the streets, build confidence, and meet people from all walks of life. It's more than a job—it's a community."

Many participants have the opportunity to work at the [Street Fair](#) alongside family members and friends, expanding the FAMA team and passing down the tradition through generations.

### Building a Stronger Tucson, One Job at a Time

As part of its **ongoing commitment to economic empowerment**, FAMA actively **partners with local organizations** to reach individuals who could benefit from this opportunity. **60 days prior to each event**, FAMA works with its network to recruit participants, ensuring that the program continues to be a force for **positive change**.

Want to be part of something bigger? **If you or someone you know is interested in joining the program, contact us at [assistant@fourthavenue.org](mailto:assistant@fourthavenue.org).**

Together, we're not just **hosting events—we're transforming lives**.

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