
Sample Press Release

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NEW ASSOCIATION FORMS TO REVITALIZE DOWNTOWN KRUPPOPOLIS

Individuals from within the Kruppopolis business community are banding together to improve the atmosphere, appearance, and mix of businesses in downtown Kruppopolis.

Doug Thompson, an early proponent of the group, believes there will be widespread support for this new organization. "The organization will be instrumental in defining what our community wants to see happen to downtown, and how we can improve it. We want to build on the uniqueness of our community and see what we can do to enhance the charm, and bring merchants and shoppers back into downtown."

A group of 12 people from within the community have already volunteered to serve as interim board members until the first annual meeting. Selecting officers, writing by-laws, and determining a budget are some of the first organizational tasks the group will undertake.

The group will use the "Main Street Approach" to downtown revitalization which has been used successfully in over 1200 communities across the country. Its focus is in four areas: organization, promotion, design, and economic restructuring. Some of the activities the organization might undertake include strengthening the mix of businesses, preserving the historical characteristics of downtown buildings, making the core area more pedestrian-friendly, business recruitment and retention, and coordinating promotional events throughout the year.

A town hall meeting to talk further about the "Main Street Approach" and a formal presentation will be given on Thursday, February 22, at the Kruppopolis Community Center. Downtown business and property owners and interested community members are encouraged to attend. The presentation is scheduled to last about an hour beginning at 7:00 pm.

FOR MORE INFORMATION, CONTACT:

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