

MEDIA RELEASE



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FOR IMMEDIATE RELEASE

Women's Action Group and Greenville Area Chamber of Commerce Announce Greenville Streetscape Celebration

Greenville, Pa. (June 4, 2009) – Now that the \$1.3 million Phase II of Greenville's Streetscape Project is complete, the Women's Action Group (WAG) has announced its Streetscape Celebration in cooperation with the Greenville Area Chamber of Commerce and the support of local businesses. The activity-packed showcase event will take place throughout downtown Greenville on Thursday, June 11 from 5-8 p.m.

An official ribbon cutting outside the Greenville Borough Building will begin the festivities. Pete Longiotti, president of the Greenville Borough Council, will lead the ribbon-cutting. Mayor Richard Miller will present an official proclamation and a brief historical overview of the Streetscape Project to kick off the event.

Many downtown businesses will be open, offering special promotions, prize drawings and tours. Food vendors, games, face painting on Canal Street and strolling balloon artist Sir Twistalot will entertain kids, while Beacon Broadcasting provides music during the three-hour Streetscape Celebration. A treasure hunt will offer clues at participating businesses and winners of donated prizes will be drawn from those attendees completing the hunt at the end of the evening.

The parking lot of Fox's Pizza Den will serve as the venue for dance demonstrations by Carole Lee Dance Studio; ZUMBA® Fitness Party demonstrations presented by instructors Monica Ferguson, Kelly Vernon and Gwen McAllister of Greenville Fitness; and hula hoop exercise demonstrations by Nancy Newman.

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White Dragon Martial Arts will offer a demonstration in front of Greenville House and country rock band Lost Highway will perform a free concert in Central Park. A Farmers' Market will also take place at Central Park.

The Greenville Area Public Library will hold its open house in conjunction with Streetscape Celebration from 2:00 – 8:00 p.m., with a magic show at 6:30 and ice cream social at 6:45. A shuttle service will be offered between Family Video and the library during the hours of Streetscape Celebration. The Railroad Park and Waugh House museums will also be open for visitors interested in Greenville's rich history.

UPMC Horizon Wellness Center will offer fitness assessments in front of the Borough Building, while the Greenville Flower and Garden Club showcases the Western Pennsylvania Conservancy plant display at the same location.

The Greenville Fire Department's ladder truck and a motor coach from Anderson Coach and Travel will be on display on Canal Street.

Donations of non-perishable food items, personal care items, baby items and paper products will be accepted at Fresh Grounds Coffeehouse in support of the Good Shepherd Center.

Doug Riley, executive director of the Greenville Area Chamber of Commerce, commends the efforts of a dedicated group of concerned citizens and business owners for organizing the new downtown's christening event. "It's one thing to complete the bricks-and-mortar phase of a massive downtown revitalization project, but it's an entirely different thing to rally the community around the project and engage business, government and community leaders to grab the baton and advance the project forward into the crucial follow-through stage. The Women's Action Group and all the supporting cast members are to be congratulated for their efforts to organize Streetscape Celebration. This is a defining moment in Greenville's storied history."

For more information, call the Greenville Borough Building at 724-588-4193, the Greenville Area Chamber of Commerce at 724-588-7150 or visit www.greenvillechamber-pa.com.

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SIDEBAR:

Schedule of Events for Streetscape Celebration

- 5:00 pm Ribbon Cutting
Borough officials and elected dignitaries
Outside Borough Building
- Proclamation and brief historical overview of Streetscape
Richard Miller, Mayor of Greenville
Outside Borough Building
- Pick-Up forms for the Treasure Hunt
Outside Borough Building
- 5:15 pm Karate Demonstration
White Dragon Martial Arts
Outside Greenville House
- 5:30 pm Zumba® Fitness Party
Greenville Fitness
Fox's Pizza parking lot
- 6:00 pm Dance Demonstration
Carol Lee Dance Studio
Fox's Pizza parking lot
- 6:30 pm Zumba® Fitness Party
Greenville Fitness
Fox's Pizza parking lot
- Concerts in the Park
Lost Highway (country rock band)
Central Park
Sponsored by Greenville Area Chamber of Commerce and National City Bank, now a part
of PNC
- 7:00 pm Dance Demonstration
Carol Lee Dance Studio
Fox's Pizza parking lot
- 7:30 pm Zumba® Fitness Party
Greenville Fitness
Fox's Pizza parking lot
- 8:00 pm Prize Drawing
Borough Building

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