



**Media Release**

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**Celebration of Black artisans, makers and craftspeople to be held Friday, October 23**

*2020's final Moonlight Madness event to showcase Black creatives*

**ANNOUNCEMENT – October 19, 2020:** The DOWNTOWN EVANSVILLE – Economic Improvement District (EID) will host the year's final Moonlight Madness, from 6-9:00 PM on Friday, October 23 and has invited local Black artisans, makers and craftspeople to showcase their products. Downtown stores and restaurants will be open with many offering specials. Local musicians and entertainers will perform along Main Street as guests stroll from shop to shop. Local Black makers (people who hand make items for sale), artisans, food entrepreneurs and craftspeople will showcase their products displayed inside and outside shops on Main Street from Second to Fourth streets.

The staff and board of the EID were prompted by the global demonstrations in the wake of the killing of George Floyd to look at the organization and its support of Black businesses, residents and visitors. "Our vision and values direct us to act: Downtown Evansville is a place for everyone, and we will work to ensure it is clear that we are that type of place," said EID President Josh Armstrong. "We are intentionally reaching out to find BIPOC-owned businesses to locate in Downtown and finding services to wrap around these businesses to encourage their success," he added.

The event will celebrate Black makers, artisans, and craftspeople by locating makers inside existing stores, along with some located in booths along Main Street. "We are elated to have between fifteen and twenty participants. We hope this event introduces makers to both consumers and businesses that can stock their wares throughout the year," Armstrong added.

The event will conclude this year's Moonlight Madness series, a shopping and dining event on Main Street. Armstrong said further: "Safely shop in our stores, enjoy outdoor music at a social distance, dine in our restaurants while meeting these skilled businesspeople. Sounds like a fun Friday evening."

Face masks are required in accordance with Indiana and Evansville orders. Social distancing will be planned into the event. Businesses have implemented safety protocols to combat the spread of COVID-19. These may include employees wearing face masks and requiring customers to wear a mask upon entry, regular cleaning and disinfecting, hand sanitizers, social distancing floor markers, and other efforts.

Read the EID's statement affirming our commitment for Downtown to be a place for everyone:  
[DowntownEvansville.com/APlaceforEveryone](https://DowntownEvansville.com/APlaceforEveryone)

Learn about Black makers around the world by searching [#blackmakers](#) and [#blackmakersmatter](#).

For a complete list of participating makers, visit [DowntownEvansville.com/MoonlightMadness](https://DowntownEvansville.com/MoonlightMadness).

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**About DOWNTOWN EVANSVILLE – Economic Improvement District**

*Following a 2017 petition process of member property owners, the EID was formed in 2018 to provide benefits and services to member properties paid for by a special annual assessment on these properties. The EID builds a more active and inclusive Downtown Evansville. It enhances resident, consumer, investor, work and visitor experiences in Downtown Evansville. Since formation, the EID has led almost \$400,000 in projects which improve the appearance of Downtown, in addition to marketing, advocacy and safety programs.*