



Media Release

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Heart lighting installation returns to honor the class of 2020

Installation will be on display through June 1 in Downtown Evansville

A popular lighting installation returns to Downtown Evansville to honor the class of 2020. Funded by the DOWNTOWN EVANSVILLE - Economic Improvement District (EID), the "The Heart of Downtown Evansville" is a 10' x 10' metal structure featuring a heart shape interior with almost 2700 LED lights, crafted by Evansville-based Wilde Horticulture.

The lighting installation is located at the Ford Center Plaza on the 600 block of Main Street through June 1. The lighting installation now features a "We ❤️ Our Grads" message. Graduates from all schools and campuses are invited to visit and take photos. Visitors are encouraged to post their photos on social media with #classof2020 and #dtevv. The EID will share select photos on Downtown Evansville Indiana social media platforms.

"We recognize that the class of 2020 will not have traditional celebratory opportunities at this time. The lighting installation offers a spot of fun and celebration to recognize and honor graduates," said Josh Armstrong, president, EID.

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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. In 2020, the EID will lead over \$250,000 in projects which improve the appearance of Downtown, in addition to marketing, advocacy and safety programs.