



Media Release

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Contact:

Adam Trinkel, Marketing & Events Director

DOWNTOWN EVANSVILLE - Economic Improvement District

(812) 686-1896 | adam@downtownevansville.com

“Heart of Downtown Evansville” lighting installation unveiled in Downtown Evansville

Installation will be on display through early March

In anticipation of Valentine’s Day, a lighting installation called “The Heart of Downtown Evansville” has been installed by the DOWNTOWN EVANSVILLE – Economic Improvement District (EID). Funded by the EID, the lighting installation 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 on the 400 block of Main Street at 415 Main Street and is next to Arazu on Main. This area is commonly referred to as the center or “heart” of Downtown Evansville. The display will remain at this location through the 2020 Ohio Valley Conference Basketball Championships March 4-7. Visitors are encouraged to take photos and post them on social media with #❤️dtevv and #lovedtevv. The EID will share select photos on all Downtown Evansville Indiana social media platforms.

“During the past two months we have welcomed thousands of people downtown to engage with our “Wall of Light” display on the 200 block of Main Street. This display helped drive consumer activity into our shops and restaurants. “The Heart of Downtown Evansville” is more than a lighting installation. It is a unique opportunity for our entire community, as well as visitors, to create memories and enjoy an experience that you can only find in Downtown Evansville. We invite everyone to visit the installation and take photos while you shop, dine and explore Downtown Evansville,” 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.