



Media Release

April 28, 2021

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**New Alley lighting and décor installation
celebration scheduled for Friday, April 30**

Inaugural programming for 500 block Alley on Main celebrates Cinco de Mayo

ANNOUNCEMENT – April 28: The DOWNTOWN EVANSVILLE – Economic Improvement District (EID) is hosting a celebration for our newest year-round lighting and décor installation, in the Alley between 512 Main and 518 Main. The inaugural décor scheme will feature dozens of colorful papel picado as well as two giant papel picado photo props.

The celebration will highlight performances coordinated by the Evansville Latino Center, including:

Mariachi singer Georgina Lopez Álvarez
Latino Folkloric Dance Group
Sophie Radionova and Olga Radionova from Signature School

The unveiling celebration is scheduled for 5:30 to 6:00 PM, CDT on Friday, April 30, 2021.

“We’re excited to feature these Latinx performers as a way to introduce our new lighting installation which will attract people to the space and provide additional security in the alley,” said Josh Armstrong, EID President. The papel picado installation will be in place until June 14 when it will be replaced by a display of American Flags and patriotic bunting. “The lighting system allows us to easily hang banners, flags, or other items to create seasonal and holiday backdrops for photos,” Armstrong added. The lighting display was designed by Brian Wildeman of Wilde Horticultural Service.

“Papel picado is a traditional Mexican folk art,” said Evansville Latino Center Director Abraham Brown. “Usually made from stacks of tissue paper, you’ll find them hung across alleys and streets throughout Mexico in celebrations of holidays, quinceañeras, weddings and other events like Cinco de Mayo,” he added. The installation will feature traditional hung papel picado as well as two giant, brightly-colored versions custom made for this installation. “We’re excited to experience traditional music and dance in this space displaying our traditional folk craft forms.”

Josh Armstrong, president, EID says, “We are always looking for ways to create points of connection between people and place, such as art, landscaping, and lighting. We especially like lighting because it encourages people to explore and interact with Downtown during all times, and adds vibrancy during night hours, enhancing feelings of safety, and creating a sense of community.”

Visit DowntownEvansville.com and Facebook.com/CentroLatinoAmericano to learn more about these organizations.

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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. In 2021, the EID will lead over \$200,000 in projects which improve the appearance of Downtown, in addition to marketing, advocacy and safety programs.

About the Centro Latino & American

The Evansville Latino and American Center is dedicated to improving the quality of life for Hispanic families in our area. We work through our platforms of Economic, Education, Social Services, Advocacy and Culture—to provide programs that strengthen the Tristate Hispanic community. Hispanic immigrants are dramatically changing the demographic and economic landscape of Evansville. Today, the Tristate Hispanic population exceeds 16,000 with strong population growth in Evansville. Every county surrounding Vanderburgh County saw the Hispanic population double between 2000 and 2010.