



**FOR IMMEDIATE RELEASE**

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## **New Special Occasion Lighting System for Downtown Evansville**

**ANNOUNCEMENT** – Thursday, June 11, 2020: The Downtown Evansville Economic Improvement District announces installation of new special occasion lighting system.

Thursday, June 11, 2020: The Downtown Evansville Economic Improvement District (EID) announced today the installation of a new lighting system to enhance a key shopping and dining corridor in Downtown Evansville.

“We’re excited to share this new system with our businesses, residents and the whole community,” said Josh Armstrong, EID President. “Lighting is an important component in creating a distinct destination for evening activities. We’re looking forward to programing the system to encourage business and visitors into the heart of our downtown.”

The lighting systems consists of over 200 anchored programable LED spotlights aimed into trees planted on Main Street from Second Street to Martin Luther King, Jr. Blvd. The lights are programed via an app to allow for unlimited colors and patterns to celebrate holidays, sporting events, or welcome conventions. When not programed with color, the system will provide additional lighting to spotlight the trees and add additional light to the area. “The initial programing is in red and blue,” said Evansville Mayor Lloyd Winnecke. “I’m also looking forward to the trees washed in purple for UE basketball games.”

The system is a project of the Downtown Evansville Economic Improvement District, funded in part with support from the Evansville Convention and Visitors Bureau.

Visit [www.DowntownEvansville.com/lighting](http://www.DowntownEvansville.com/lighting) for photos of the lighting system and more details.

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**About the EID** - 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. Funds from this assessment are managed by a Board of property and business owners within the district. The EID builds a more active and inclusive Downtown Evansville. It enhances resident, consumer, investor, worker and visitor experiences in Downtown Evansville.