For Immediate Release

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DOWNTOWN AMBASSADORS TO PASS OUT VALENTINE’S DAY CANDY FOR 10TH YEAR

(Louisville, KY) – Downtown Ambassadors will once again be passing out nearly two thousand boxes of Valentine’s Day sweethearts candies on Friday, Feb. 12th throughout the Downtown area. Widely regarded as “the face of Downtown,” the 15-member hospitality-trained Ambassador Team improves Downtown’s physical environment by providing extra cleanliness, and security and maintenance services which help to create a positive Downtown experience for local and out-of-town visitors. For example, in 2015 Ambassadors:

- Collected nearly 105,000 lbs. or nearly 53 tons of litter
- Provided hospitality assistance to 26,000 Downtown visitors
- Logged 5,273 miles on bicycles while providing street presence and services
- Cared for plant material using approximately 172,000 gallons of water

LDP drives economic growth in Downtown and adjacent central-city neighborhoods for the benefit of the entire region, as well as oversees multiple on-street enhancements that help establish Downtown Louisville’s distinctive character and widespread appeal. LDP believes the economic engine of any great city starts with a strong Downtown.

For more information, go to: www.louisvilledowntown.org. LDP can be contacted at 556 S. Fourth Street; Louisville, KY 40202; (502)584-6000.