



**For Immediate Release**

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**DOWNTOWN AMBASSADORS TO PASS OUT VALENTINE’S DAY CANDY FOR 10<sup>TH</sup> YEAR**

**(Louisville, KY)** – Downtown Ambassadors will once again be passing out nearly two thousand boxes of Valentine’s Day sweethearts candies on Friday, Feb. 12<sup>th</sup> 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](http://www.louisvilledowntown.org). LDP can be contacted at 556 S. Fourth Street; Louisville, KY 40202; (502)584-6000.