



**For Immediate Release**

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**LOUISVILLE DOWNTOWN PARTNERSHIP UNVEILS NEW ALLEY GALLERY PROGRAM**

**(May 11, 2017 Louisville, KY)**—The Louisville Downtown Partnership (LDP) unveiled its “Alley Gallery” program today, which is a new initiative that repurposes alley and back-of-the-building metal doors into an outdoor gallery featuring the work of local artists. At today’s press conference, the first 16 sponsored doors were unveiled, with 11 repurposed doors located in the alley behind Fourth Street Live!

The 11 doors featured at today’s press conference are sponsored by Fourth Street Live! and Riverside Parking. “There are more than 300 service doors within the Central Business District that qualify for the program,” said Rebecca Matheny, Executive Director of LDP. “We are pleased that a number of Downtown sponsors, including the Downtown Marriott, have already committed to another 15-to-20 doors which will be completed soon,” Matheny added.

“We applaud LDP’s efforts to further enhance the visual ambiance of our Downtown, especially since it includes showcasing our growing and gifted local artist community,” said Mayor Greg Fischer.

Local artists are invited to submit existing work to be included in a drop box catalog from which sponsors may choose pieces to be reproduced in vinyl and installed on their property’s doors. An interactive online map, with a link from the LDP website, will enable the public to tour the installations. LDP’s website address is: [www.louisvilledowntown.org](http://www.louisvilledowntown.org)

Anyone interested in becoming a sponsor or a contributing artists may download packets from the LDP website.

“This program rejuvenates forgotten places within our Downtown and allows us to showcase hidden treasures created by our talented local artists,” Matheny added.

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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.