



For Immediate Release

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LOUISVILLE DOWNTOWN PARTNERSHIP TO RELEASE ‘I GO DOWNTOWN’ MUSIC VIDEO

(Louisville, KY) – On Wednesday, Nov 15th from 5 – 6 p.m. at Fourth Street Live!, the Louisville Downtown Partnership (LDP) will host a launch party featuring the world premiere of their “I Go Downtown” music video showcasing local musicians Jecorey “1200” Arthur, Laura Ellis, Gayle King, Love, Joy and Faith, Frankie Moody and Ben Sollee. The upbeat video, filmed on locations throughout the Downtown area, also includes special performances by CirqueLouis, Dance 360, The Louisville Leopards and Squallis Puppeteers, as well as numerous cameos of other notable Louisvillians.

“This is our love letter to Downtown, celebrating what’s unique, exciting and vibrant about our city,” said Rebecca Matheny, LDP’s Executive Director. The video is produced by Wil Heuser’s The LOUP Productions and exclusively features local talent. It was filmed by nationally renowned videographer, Antonio Pantoja and incorporates a wide variety of cameos of Downtown celebrities.

“With 60 development projects announced or underway, this is a remarkable chapter in Downtown Louisville’s history,” noted Matheny. “We invite the entire Metro community to visit and embrace their transforming Downtown.” LDP is the dynamic organization that drives economic growth in Downtown 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: visit www.louisvilledowntown.org, or call (502) 584-6000.