



For Immediate Release

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DOWNTOWN AMBASSADORS TO PASS OUT VALENTINE'S DAY CANDY FOR 12TH YEAR

(Louisville, KY) – Downtown Ambassadors will once again be passing out hundreds of boxes of Valentine's Day sweethearts candies on Wednesday, Feb. 14th throughout the Downtown area. The tradition began as a way for the Louisville Downtown Partnership (LDP) to thank the people who work, live and visit Downtown, and who ultimately help make the city the dynamic core of the entire Louisville community. The 12-member hospitality-trained Ambassador Team improves Downtown's physical environment by providing extra cleanliness, as well as security and maintenance services which help to create a positive Downtown experience for local and out-of-town visitors. For example, in 2017 Ambassadors:

- Collected nearly 300,000 lbs. or approximately 150 tons of litter (The Ambassadors provide supplemental cleaning for 25 miles of sidewalks and alleys within the boundaries of LDP's 69 block service area in the heart of Downtown.)
- Provided hospitality assistance to 66,000 Downtown visitors
- Assisted 150 stranded motorists
- Hung more than 1,000 pole banners throughout the Central Business District

According to Rebecca Matheny, LDP's Executive Director, "the Ambassadors are widely regarded as the face of Downtown, and our organization regularly receives thank you letters commending them for going above and beyond to provide assistance to visitors and locals alike." 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: louisvilledowntown.org. LDP can be contacted at 556 S. Fourth Street; Louisville, KY 40202; (502)584-6000.

