



**For Immediate Release**

**CONTACT:     Jeanne Hilt  
                  Louisville Downtown Partnership  
                  (502)614-4122 – office**

**LOUISVILLE DOWNTOWN PARTNERSHIP UNVEILS LOUISVILLE CITYPOST DIGITAL KIOSKS**

*Citizen engagement platform to be installed throughout Downtown*

**Louisville, KY (April 18, 2018)** – The Louisville Downtown Partnership (LDP) unveiled the first phase of Downtown Louisville’s CityPost digital kiosks today at the 400 West Market Plaza, located at the corner of Fourth and Jefferson Streets. The digital kiosks are part of a communication network that broadcasts real-time, location-based information and alerts to provide safer, better connected public digital solutions. Compelling, smart media is delivered through a public-facing network powered by interactive 55” smart signs (cityposts), and a companion mobile application.

“Among other terrific benefits, we are particularly thrilled to bring free Wi-Fi hotspots to Downtown, as well as improved wayfinding, and enhanced safety and security,” said Rebecca Matheny, LDP’s Executive Director. Louisville CityPost digital kiosks will offer a wide array of useful information, including an entire Downtown business directory, restaurant and hotel information, visitor attraction and museum listings, and Louisville Metro Government service contact information. Louisville CityPost will also include an updated calendar of upcoming special events through a partnership with Louisville Public Media and their “Do502” event platform.

The first phase of the Louisville CityPost rollout will include nine kiosks primarily located on Fourth and Jefferson Streets. Additional kiosks will be added throughout 2018 as construction and streetscape projects are completed. Ultimately, Louisville CityPost digital kiosks will be located throughout the urban core.

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“Our downtown is booming, and I’m thrilled with this innovative effort to keep our workers, residents and visitors informed about all of the great places and events to enjoy here,” said Mayor Greg Fischer. “And offering free Wi-Fi hotspots is a nice complement to our digital inclusion work.”

Louisville CityPost, in partnership with Duke Energy One, is a wholly owned subsidiary of Smart City Media, LLC. To help foster local engagement and curate relevant content, LDP is working with Louisville Public Media, Louisville Metro Government, the Louisville Convention and Visitors Bureau, the Fund for the Arts and others partners on the effort.

According to Tom Touchet, CEO of Smart City Media LLC, “Louisville CityPost will help strengthen local commerce, support high-impact place making, and improve everyone’s Downtown experience.”

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](http://LouisvilleDowntown.org). LDP can be contacted at 556 S. Fourth Street, Louisville, KY 40202; (502)584-6000.