



For Immediate Release

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Louisville Downtown Partnership Places 100 Spectacular Flower Pots On Downtown Sidewalks
New innovative, self-watering Earth Planters are unveiled

(May 17, 2018 Louisville, KY)—Downtown Louisville is even more beautiful this week as the Louisville Downtown Partnership (LDP) placed 100 spectacular flower pots on the sidewalks throughout the city. This year, LDP’s Beautification Program transitioned to innovative, self-watering Earth Planters that use up to 80% less water.

“We are grateful to the many Beautification Sponsors who have stepped up to fund this program for 12 years,” said Rebecca Matheny, LDP’s Executive Director. “Downtown beautification and sustainability are both huge wins for our community.”

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.