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Link to creative materials: <https://bit.ly/36kEVcF>

Louisville Downtown Partnership Launches Downtown Strong Campaign

Campaign highlights Downtown Louisville as open, safe and friendly

LOUISVILLE, Ky. (February 2, 2021) – Louisville Downtown Partnership (LDP) is launching a multi-pronged advertising campaign to drive community support to the downtown district. The campaign, displaying “Downtown Strong” in bright, bold, graphic letters, seeks to aid in the continued recovery of Downtown businesses, restaurants, shops and attractions.

In spring of 2020, the COVID-19 pandemic impacted the downtown core, forcing many offices to shift to remote work, restaurants to close dining rooms and entertainment facilities to shut down completely. A once booming renaissance suffered a major setback. The Downtown Strong campaign ignites hope that Downtown will eventually emerge from this crisis and streets will bustle again, restaurants and bars will recover, and entertainment venues will thrive.

“Downtown is a critical to the success of the community. So, to remind people that businesses, restaurants and attractions are open and ready to welcome customers, we’re launching a campaign to celebrate that we are Downtown Strong,” said Rebecca Matheny, Executive Director of LDP. “This campaign was made possible by all our local media partners who generously donated time and talent.”

Over the next few weeks, a robust outdoor, print, radio, TV, social media and digital campaign will deliver the Downtown Strong message. This campaign is one step of the vital recovery process Downtown will undergo. LDP will continue to push to regenerate and celebrate Downtown as it used to be and as will be in the future.

This campaign was made possible by Media Venue and the generous contributions of local media partners including Courier-Journal, iHeart Media, LEO, Louisville Business First, Maloney Outdoor, Metro TV, Outfront Outdoor, Spectrum News, TARC/Lamar, Today's Woman, Towne Post Publications, Voice Tribune, WAVE, WLKY, WHAS, WAKY, WDJX, WGHL, WGZB, WMJM, WXMA, WAYI, WAMZ, WHAS-AM, WKJK-AM, WKRD-AM, WNRW-FM, WQMF-FM, WSDF-FM and WTFX-FM. Creative efforts were spearheaded by LDP's agency of record, Tandem Public Relations and graphic team, Design Web Louisville.

About LDP:

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.

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