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LDP WANTS YOU TO BECOME A FRIEND OF DOWNTOWN

Friends' donations support events, beautification and infrastructure amenities

LOUISVILLE, Ky. (July 2, 2024) – Louisville Downtown Partnership (LDP) today announced new updates to the Friends of Downtown fundraising initiative. The refreshed campaign will feature new benefits for donors, including exclusive access to behind-the-scenes tour events of Downtown attractions, venues, and more.

Launched in the fall of 2022, the grassroots fundraising campaign helps accelerate LDP's mission of improving Louisville's urban core by fostering the redevelopment, vibrancy, and economic prosperity through creating a safe, clean, and enjoyable Downtown environment.

“This campaign provides a meaningful way to support the heart of our city, regardless of where you work or live,” said Rebecca Fleischaker, executive director of LDP. “Every contribution, whether \$5 or \$5,000, plays a crucial role in advancing this mission.”

Every donor will receive a token of thanks for their support, plus other benefits depending on the level of giving. New this year, supporters who donate at the \$400 level will receive a special coffee table book of the city of Louisville, authored by Fleischaker, along with other Downtown souvenirs.

The fundraising effort also reinforces Downtown Louisville as a hub for business, entertainment, and cultural attractions, housing the region's largest job center and the highest concentration of hotels, attractions, and visitors.

“It is clear that this important neighborhood is unique and has tremendous economic impact, therefore is critical to the health of the whole region,” said Fleischaker. “Through the Friends of Downtown campaign, LDP aims to drive additional beautification, safety enhancements, and community activations that contribute to a vibrant Downtown.”

Donations raised through this campaign will help fund ongoing and special projects including additional greenery, public art installations, street banners, public events, special lighting projects, and more.

Supporters have the flexibility to contribute a donation of any amount to the campaign or can choose pre-selected levels, either as a one-time or recurring monthly donation.

All donations are tax-deductible. To contribute, visit louisvilledowntown.org/friends.

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About LDP

LDP's mission is to improve the economy of Downtown Louisville by promoting the redevelopment, vitality and economic growth of the Central Business District and surrounding areas and to improve

Downtown's quality of life by creating a safe, clean and enjoyable environment.