



# Downtown News

FOR IMMEDIATE RELEASE  
Friday, November 2, 2007

CONTACT: KEITH CAREY  
Office 231 547-3257  
Mobile 231 622-2667

## Read All About It!

*DDA's new quarterly publication offers Downtown-specific information*

Interested in an update on the implementation efforts surrounding the ***Charlevoix Downtown Blueprint 2007***? Can't stand not knowing about a new winter festival slated for later this year? Look no further than ***What's Up Downtown***, a new quarterly newsletter produced by the Charlevoix Downtown Development Authority (DDA).

"Since its establishment 25 years ago, the Charlevoix DDA has quietly reinvested millions of dollars in infrastructure projects vital to our Downtown," said DDA Executive Director Keith Carey. "Recently, however, the ***Charlevoix Downtown Blueprint 2007*** directed the DDA to broaden its purpose to marketing and promoting Downtown Charlevoix to residents, visitors and current and prospective business owners. ***What's Up Downtown*** is a first step in that direction."

While the inaugural issue will be printed and personally delivered, Carey hopes future issues will be almost delivered almost exclusively via email or visits to the DDA's new website, slated for completion at the end of the year.

"It makes sense to minimize printing costs by utilizing email and website delivery," Carey said. "Additionally, electronic delivery will allow us to reach more readers."

Those interested in electronic delivery of the current issue and future issues of ***What's Up Downtown*** can email Carey at [kcarey@cityofcharlevoix.org](mailto:kcarey@cityofcharlevoix.org).

#####