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SELAH DOWNTOWN ASSOCIATION LAUNCHES BEAUTIFICATION INITIATIVE

Local Main Street Program to Promote Downtown Revitalization by Spearheading
Beautification Efforts, Encouraging Business Participation

Selah, WA, April 19, 2016— Selah Downtown Association (SDA) announced on Tuesday the launch of the "Selah Beautiful" Initiative, a program led by SDA and designed to promote beautification in the city's downtown business district. The launch reaffirms SDA's focus on downtown design enhancement and revitalization.

"I'm excited to launch this program," said SDA Executive Director Whitney Stohr. "This is an opportunity for SDA to work with local businesses and the wider community to encourage participation and support for beautification programs."

The Selah Beautiful Initiative is designed as an umbrella program and will include several new and ongoing SDA programs and activities.

"The initiative involves more than downtown greening and gardening projects, although that type of activity is essential for beautification," explained Stohr. "But it is my hope that this initiative will grow to include programs that support building and façade improvements and public art."

The first event under this initiative is the SDA-sponsored "Selah Downtown Association City Clean-up Day" on **Saturday, May 14, 10 a.m. to 1 p.m.** The SDA asks that all volunteers meet outside the Civic Center, 216 S. 1st Street, Selah, at 10 a.m.

For information about SDA and the Selah Beautiful Initiative, contact Whitney Stohr, SDA Executive Director, at 509.697.5100 and selahdowntownassociation@gmail.com. To learn about upcoming activities, visit <http://bit.ly/1S94aSd>.

Selah Downtown Association is a 501(c)(3) non-profit organization working to revitalize downtown Selah, Washington, and promote the downtown business district as the community's social, cultural and economic center.

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