

OUR TOWN COOPERATIVE PRESENTED WITH PRESTIGIOUS STATEWIDE AWARD BY PENNSYLVANIA DOWNTOWN CENTER

Lancaster, Pa. – Our Town Cooperative, Canonsburg’s Main Street program, last night was recognized with the 2010 award for Promotions and Marketing at Pennsylvania Downtown Center’s (PDC) annual Townie Awards gala. Our Town Cooperative’s receipt of this prestigious award was based upon its creation and implementation of the innovative *Art Lives... in Canonsburg!* initiative, which aims to increase awareness of the town’s many creative events and multitude of arts-related activities, and to bring people into Canonsburg’s downtown.

The Townie Awards are a festive and venerable element of PDC’s annual conference, and are designed to recognize the commonwealth’s core communities for creation and implementation of programming and events that exemplify the goals of PDC’s community revitalization mission. Pennsylvania Downtown Center’s nearly 300 member organizations are eligible for the Townies, making the awards an annually anticipated event.

“*Art Lives... in Canonsburg!* is a unique example of how special events and promotional efforts tailored to a town’s best assets are the best means of creating a sustainable, vibrant downtown,” said Bill Fontana, PDC’s executive director.

PDC’s statewide conference is held in a different commonwealth community each year in order to highlight the respective city or town’s accomplishments in downtown and neighborhood revitalization. The 2010 conference, held in downtown Lancaster, was attended by more than 400 individuals, including borough and municipal officials, experts in community planning and landscape architecture, and dozens of Main Street and Elm Street managers. Highlights of the conference included nationally-recognized speakers, more than two dozen educational sessions, walking tours in the downtown and mobile workshops to Mount Joy, Manheim, Elizabethtown, Lititz and Ephrata.

The **Mission** of the Our Town Cooperative, Inc., Canonsburg’s Main Street Program, is to stimulate renewed interest in preserving and invigorating the Business District of Canonsburg while providing support and resources to the community. Success in this endeavor is dependent upon the creation of partnerships amongst merchants, property owners, civic and government leaders so that all are working toward the common goal of sustainable growth and prosperity.

For information about Our Town Cooperative or Art Lives in Canonsburg!, contact Nadeen Steffey at (724) 745-1515 or nadeensteffey@verizon.net. For information pertaining to Pennsylvania Downtown Center, contact Norah Griffiths Johnson at (717) 233-4675 or norahgriffiths@padowntown.org.

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Deputy Secretary Jackie Parker, DCED; Nadeen Steffey, Main Street Manager, Bill Fontana, Executive Director, Pennsylvania Downtown Center2010



Nadeen Steffey, Main Street Manager

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Art lives.....in Canonsburg!!

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