



**ALPENA
DOWNTOWN**
Development Authority

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FOR IMMEDIATE RELEASE

HELP BEAUTIFY DOWNTOWN ALPENA THIS YEAR WITH FLOWERS

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Alpena, MI - The Alpena Downtown Development Authority (DDA) is looking for community members, businesses, and organizations to help beautify Downtown Alpena for the upcoming summer season. Individuals and groups can sponsor a flat of flowers that will be planted around the tree bases downtown.

This year, the Alpena DDA is partnering with Huron Pines and the Friends of Alpena Area Gardens to plant native perennials around the trees. Flowers will be purchased through Otsego Conservation District's native nursery and will include black-eyed susan, purple coneflower, butterfly weed, and wild bergamot. Some annuals will be mixed in with the flowers for additional color.

"Huron Pines is very excited that the City of Alpena has decided to utilize native plants in the downtown tree boxes this year," said Amber Hubbard, Coastal Stewardship Coordinator for Huron Pines. "Native plants provide many benefits, including aesthetic beauty and habitat for pollinators. Additionally, native plants require little maintenance once they are established and will return year after year to brighten Downtown Alpena."

For \$50, businesses, organizations, or individuals can sponsor a flat of flowers. A small sign will be placed near each tree acknowledging the generosity of each sponsor. Some donors have used the signs to honor the memory of a loved one, an anniversary celebration, or to highlight the business who donated.

A volunteer flower planting and clean-up day will be held Saturday, May 25, 2024 from 9 am- noon. Volunteers should meet in Culligan Plaza and will be sent on their way with flowers and instructions on where to plant. Volunteers can drop in anytime during the event or stay for the full three hours.

"This is the third year we are fundraising for our downtown flower fund. The City of Alpena, Huron Pines, and the Friends of Alpena Area Gardens have been invaluable partners to help us beautify downtown over the last few years," said DDA Executive Director Anne Gentry. "We are grateful for everyone who supports these efforts to beautify downtown."

Donations can be made online at <https://www.downtownalpenami.com/beautification.html>

Checks or cash can also be made via mail to Alpena DDA, 124 E. Chisholm St., Alpena, MI 49707. If mailed, donors should indicate what they would like written on their sign. Those seeking more information can contact the DDA Office at 989-356-6422.