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FOR IMMEDIATE RELEASE

VOLUNTEERS LAUNCH PLANS TO BEAUTIFY DOWNTOWN ALPENA WITH FLOWERS & CLEAN-UP DAY

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Alpena, MI -- Spring is in the air, and we are looking forward to another beautiful spring and summer season in Downtown Alpena. This year, a group of volunteers is leading an initiative to beautify the downtown by adding flowers near the tree bases along Chisholm Street and organizing a volunteer planting day in late May/early June.

"It's always exciting when a new project to beautify the DDA [downtown] district is brought to us by someone who appreciates the value in small investments that have a big impact, thanks Julie!" said Cindy Johnson, City of Alpena Mayor Pro Tem, who is helping organize the initiative. "Planting vibrant flowers in the tree bases will add visual appeal and make the DDA even more spectacular this summer season. It has been my pleasure to work with Anne Gentry, Rachel Smolinski and Julie Dietz on this project and I can't wait to see the flowers in full bloom."

The group is looking for individuals who want to contribute by sponsoring a flat of flowers from Kipfmiller's Produce & Nursery that will be planted around the bases of 45 trees. Each sponsorship of a tree base is \$50, and sponsors will be recognized by a small sign at each tree. Sponsorships can be paid by mailing or dropping off cash or check at the DDA Office, 124 E. Chisholm St., Alpena, MI 49707 or by paying via credit card here: <https://downtownalpena.square.site/>

Beyond the purchase of flowers to plant around the trees along Chisholm Street, any additional funds raised will go towards purchasing additional hanging flower baskets throughout the downtown and investing in updated flower planters in the future.

Additionally, there will be a volunteer planting and clean-up day held around Memorial Day (date is weather dependent) to plant the flowers and clean up additional flower beds throughout the downtown. The group is looking for volunteers who will help plant flowers around the tree bases, rake flower beds, and help us get our downtown in tip-top shape for the upcoming summer months. If you are interested in volunteering, please contact the DDA Executive Director at 989-356-6422 or anneg@alpena.mi.us