

FOR IMMEDIATE RELEASE ... FRIDAY, JULY 10, 2009 ...

DOWNTOWN SUDBURY READY TO WELCOME SUMMER!



The banners are up ... the flowers are beautiful ... the outdoor cafes are bustling ... Market Square is open for the season ... all signs that summer has arrived in downtown Sudbury!

A number of initiatives are underway downtown to help welcome visitors, family and friends.

The 'BEAT & BIKE PATROL' can be seen daily through the streets offering assistance to those in need. Chief Frank Elsner has worked closely with the Downtown Business Improvement Area ('Downtown Sudbury') to ensure that there is a strong and consistent presence. "The officers in our Community Response Unit spend their shifts walking or biking the streets being proactive as well as responding to calls as required."

'Downtown Sudbury' has launched the DOWNTOWN AMBASSADOR PROGRAM, featuring four students that are also easily identified. During the mornings, the students can be seen in their bright orange 'Downtown Clean Sweep' shirts, working hard cleaning and tidying the downtown area in preparation for the day. When in their bright yellow 'Downtown Ambassador' shirts, they are working hard to promote goodwill and security downtown ... offering assistance in a variety of situations, providing information on downtown events, businesses, tourist attractions, giving directions, addressing safety concerns ... as well as giving out various 'surprise' coupons and giveaways from various downtown businesses.

In addition, Sudbury Tourism recently opened its DOWNTOWN VISITOR INFORMATION CENTRE at the VIA Rail station on Elgin Street for another season. This is open daily, providing downtown visitors various information on where to go ... what to see ... and what to do while visiting Sudbury. The Centre also features photos and displays celebrating the history of the railway in Greater Sudbury. Rob Skelly, Greater Sudbury Development Corporation noted"Our summer student staff is eager to share lots of great ideas for local families and visitors to fully enjoy their summer vacation time here in Greater Sudbury".

Maureen Luoma, Executive Director of 'Downtown Sudbury', noted that "We are very pleased and excited to be working in partnership with both the Police Service and the City of Greater Sudbury Tourism to welcome visitors to our Community. "



