



PRESS RELEASE

Lighting Up Your Life in Downtown Belleville

Belleville, Ontario, June 21, 2021 - This summer for Al Fresco in the Downtown District you can't miss the extraordinary light installations throughout Front Street, designed and installed by Canadian-based company, x.events.

The Downtown Belleville Business Improvement Area (BIA) is giving you plenty of opportunities to catch your Instagram-worthy snaps at the **big PLAY sign at the corner of Front and Pinnacle, the Archway at Bridge and Front** and the **light up tunnel at Victoria and Front**. Relax a bit in our **LED couches** or **light up swings** while catching some shade within the street closure on Front Street!

“With the light installations this year, we have created unique and joyful spaces by offering experiential “Instagrammable” moments,” says Luisa Sorrentino, BIA Executive Director. “By encouraging social media users to post pictures online highlighting our event and the fun that transpires through it, we are fostering a new generation of downtown ambassadors. We are making this the place they want to share and that is what Al Fresco is all about.”

Similar to the light up prisms from Prismatic by Creos for last year's Al Fresco, these five unique, interactive LED installations will provide fun for all ages **until August 9**.

Last year's event saw record pedestrian counts and revenue numbers in the downtown core, while providing enough space for everyone to feel safe. This year as we progress in the Ontario Reopening Step plan, we hope to see a return of life, excitement and joy to downtown.

“After a long lockdown, our restaurants and retailers are excited to welcome everyone back to the Downtown District,” says Kathryn Brown, BIA Chair and Owner of Kate's Kitchen Shop. “Al Fresco offers something for the entire family - expanded pedestrian walkways, spectacular nighttime lights, boutiques, extended patios at all our eateries and soon, live music will fill the air on Friday nights. We hope everyone will take time to visit this summer - again and again!”

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In addition to the light up installations, there are eight tête-à-tête chair sets throughout downtown that have been painted with colourful designs by local artists and sponsored by local businesses for you to sit and enjoy take-out at. There are also several patios downtown to sit and relax at during your shopping, and the colourful parklets from last year have also returned throughout the core. Themed nights, limited edition t-shirts, painted pianos and more are all happening downtown throughout the summer for Al Fresco! Learn more about the summer-long event at downtownbelleville.ca/alfresco.

For more information please contact:

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