



International Downtown  
Association

Contact: Alan Kleinfeld  
Phone: 202-393-6801  
Fax: 202-393-6869  
[AKleinfeld@ida-downtown.org](mailto:AKleinfeld@ida-downtown.org)  
[www.ida-downtown.org](http://www.ida-downtown.org)

FOR IMMEDIATE RELEASE

### **International Downtown Association Selects Downtown Charlottetown Inc. as Winner**

Washington, D.C. – Downtown Charlottetown Inc. received an Award of Distinction from The International Downtown Association (IDA).

The project was one of 77 award submissions IDA received this year as part of its Downtown Achievement Awards. “The number and breadth of entries made judging a difficult task,” said Jane Jenkins, chairman of IDA and the awards program. “The awards jury was impressed with the accomplishments of the winners and are pleased to honor Downtown Charlottetown Inc.’s Adopt a Corner project among them.”

The 2009 Downtown Achievement Award winners were recognized during IDA’s 55th Annual Conference in Milwaukee, Wisconsin September 11-15, 2009. DCI’s Executive Director, Dawn Alan, accepted the award on behalf of the organization.

The Downtown Charlottetown Inc. *Adopt a Corner* Project began in spring of 2007. A local architect and former DCI board member was looking for a way to “spruce up” the corner outside his business; he was considering planting some flowers in the space. A “Streetscape” improvement project was recently completed in his area of the City and some of the newly renovated public spaces were more mud than beautified at the time. “We thought this was a wonderful idea and so we approached the City for permission to allow DCI to approach our membership to plant flower gardens in their area, to “Adopt a corner” says Alan.

“The first year we had 7 gardens adopted. The next year we invited our BIA members to “adopt more corners . . . or the corner around the corner, or any grassy knoll in the BIA”. That year we had 20 adopted corner gardens. This program turned out to be a real addition to the beautification of Downtown Charlottetown. The results of these adopted corners were

exceptional. Beautiful plants and flowering bushes bloomed all over the city. No two gardens are alike. Now in our third year we have 49 Adopt a Corner spaces in the downtown.

This is a great feel good project for downtown businesses . . . they contribute to the overall beautification of their downtown, and their own property for a minimal investment. . . . And they and their customers and visitors get to enjoy the fruit of their labors all summer long. “It’s our participants – the business who plant and our partners – The City of Charlottetown who prepare and maintain these blooming spaces that make this project such a success say’s Alan . . . .It’s the little project with the BIG impact”

Founded in 1954, the International Downtown Association has more than 650 member organizations worldwide including: North America, Europe, Asia and Africa. Through our network of committed individuals, rich body of knowledge and unique capacity to nurture community-building partnerships, IDA is a guiding force in creating healthy and dynamic centers that anchor the well being of towns, cities and regions of the world.

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Contact; Dawn Alan, Executive Director, Downtown Charlottetown Inc. 368-8636