

FOR IMMEDIATE RELEASE:

Downtown Northampton Association (DNA) Kicks Off Beautification Effort with Flower Baskets and Planters

Northampton, Mass; May 25th, 2016 - The Downtown Northampton Association (DNA), an organization composed of community stakeholders invested in the success of Downtown Northampton, followed through on its commitment to beautify the streets of downtown this week, installing flower baskets and planters along city streets.

The DNA's newly appointed Executive Director, Amy Cahillane noted, "We are thankful to the DNA members who have already contributed funds to help make Downtown Northampton a more aesthetically pleasing place to work, live and play. To keep this momentum going we hope to grow our support from Northampton businesses, property owners and citizens. Beautiful flowers are a great start, but we all need to come together to help downtown thrive."

With help from the Smith Vocational and Agricultural High School Forestry/ Horticulture program, 22 ground-based planters designed by local landscape designers Julie Meyer and Jill Greenberg of Gardens of Delight were filled and placed downtown. In addition, 90 hanging baskets were hung by the City around town. The City of Northampton has committed a full-time employee named Tom Willard to maintain and water the plantings, and to help keep downtown clean.

Reached while setting up planters on the median strip at the intersection at the top of Main Street near State Street, Smith Vocational Forestry/Horticulture student Conner Pfalzgraf said, "We're grateful for the opportunity to come out and help the town, we learn a lot from it, and it helps everybody all around." Smith Vocational participation is led by teacher James Anspach.

An all volunteer organization, the Downtown Northampton Association is actively engaged in a membership drive that will provide the financial resources necessary to deliver on its promise to sponsor activities, events and initiatives to secure Northampton's place as a premier cultural and economic destination in western Massachusetts. In the coming months, the DNA will help coordinate, promote and support events, including Northampton's sidewalk sales, Arts Night Out, downtown music and more.

About the DNA: The DNA is an organization that seeks to improve the business and cultural strength of downtown Northampton through investments in programming, beautification and advocacy. For more information, visit www.northamptonDNA.com.

About Smith Vocational and Agricultural High School: Since 1845, Smith Vocational and Agricultural High School has been at the forefront of a movement toward excellence in vocational training. Smith Vocational and Agricultural High School is a public high school for residents of Northampton and tuition students from all of Hampshire County on a "space available" basis.

About Gardens of Delight: Gardens of Delight is a small design-build residential landscape business based in Northampton, MA. that has designed, installed, and cared for over 100 business, educational, and residential landscapes in New England and beyond since 2000.

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