

Contact:
Karla Jo Helms
JoTo Extreme PR
ki@jotopr.com

Clearwater Downtown Partnership Names Non-Profit to Benefit from 4th Friday Event Proceeds

The Clearwater Marine Aquarium becomes the benefiting sponsor of the Clearwater Downtown Partnership's March 27th "Party on the Street" 4th Friday Event – the series of events designed to energize Downtown Clearwater's Cleveland Street District.

Clearwater, FL, March 23, 2009 – To benefit the economic redevelopment of Downtown Clearwater's Cleveland Street District while helping non-profits along the way, the [Clearwater Downtown Partnership](#) (known as the CDP) is ramping up for their first in a series of monthly events called [4th Friday](#). The Clearwater Marine Aquarium will be the first non-profit in line to be the benefiting sponsor at these events.

The "opening night" on March 27th will showcase well-known entertainers such as [Todd Rundgren](#), who will be in concert at the Capitol Theatre that evening and [The Greg Billings Band](#), who will be performing on the Cleveland Street Stage right at the heart of downtown. The Invasion Band, has just been added to the Cleveland Street Stage as part of the 4th Friday lineup of entertainment. The CDP plans on showcasing local artists as well as nationally renowned artists in its future 4th Friday event.

The party is free and will go from 5:30-8:30pm at the 400, 500 & 600 blocks of Cleveland Street.

The theme for the upcoming 4th Friday event is March Madness so as to lure sports fans downtown to see the games where they'll be playing on a HUGE screen TV. Word has it that the [Clearwater Threshers'](#) mascot, Phinley, will be there as well. Beer and wine will be sold and attendees are asked to BYOC (bring your own chair) to sit and watch the games and entertainment. There will also be art, wares and food for sale by multiple street vendors.

4th Friday is a themed event held every 4th Friday of the month in Downtown Clearwater – and there will be a new theme every month. The CDP's test case for 4th Friday was last Christmas called *Miracle on*



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Cleveland Street which brought over 2,000 people to downtown Clearwater. The CDP knew then that their vision was becoming a reality.

The CDP has a host of partners and sponsors that have come together in support of Downtown Clearwater's economic revival – who the CDP says they cannot do without: the City of Clearwater, Opus South, the Threshers, Ruth Eckerd Hall, Tampa Bay Newspapers, the Clearwater Regional Chamber of Commerce, the DDB, the Tampa Bay Informer and Jazz Holiday.

“We want *feet on the street*” said Howard Warshauer, the Partnership's Vice Chair. “And our party on Cleveland Street on March 27th plans on delivering just that!”

About the CDP:

The **Clearwater Downtown Partnership (CDP)** is comprised of downtown property owners, developers, concerned citizens and civic groups and is a non-profit organization whose goal is to promote and foster the economic redevelopment of Downtown Clearwater. The Partnership's aim is to name, fund and implement projects that will assist the public and private sectors in averting blight and creating a downtown district that becomes a regional destination. The **CDP** brings stakeholders together to develop, advocate and implement policies that build an exciting, vibrant and diverse downtown and plays an essential role in keeping the business community educated, informed and involved in the continued success of downtown. Find more information at www.clwdp.org

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