



## **FOR IMMEDIATE RELEASE**

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### **LIFE ON LIBERTY CELEBRATION TO OCCUR ALL DAY, FRIDAY, SEPTEMBER 21**

#### **SPECIAL INTERNATIONAL PARK(ING) DAY ENHANCEMENTS WILL TEMPORARILY GREEN THE BLOCK**

#### **VENDORS, FOOD, AND MUSIC ALL DAY**

#### **NIGHTTIME PARTY TO COMPLIMENT THE PITTSBURGH CULTURAL TRUST GALLERY CRAWL**

**Downtown Pittsburgh** – To celebrate Envision Downtown’s Life on Liberty streetscape enhancements along the 900 block of Liberty Avenue, a full day of activations and fun have been planned for this Friday, September 21. Along with a variety of partners, the block will be filled with activities, vendors, and music, as well as lush, green space for the day. Envision Downtown is a partnership between the Pittsburgh Downtown Partnership and the City of Pittsburgh.

Beginning at 7:00 a.m. the parking spots along the north side of the block (opposite the August Wilson Center) will transform into a mini park that will be filled with beautiful green grass and planters from the corner of 10<sup>th</sup> Street to the new Spark Greenhouse in front of Bae Bae’s Kitchen. The temporary greenery will be provided by the Western Pennsylvania Conservancy. There will also be additional seating for passersby to enjoy.

Several local partners will be on-hand with informational materials and fun snacks, including Healthy Ride with a “bikator,” a bike powered generator to make smoothies, and the Western Pennsylvania Conservancy will distribute free seedlings and plants. Additionally, Dahntahn Donuts and Sticklers popsicles will be onsite with sweet treats for purchase. The Greenhouse Spark will host live, local music throughout the day, including Joel Lindsay and other local performers.

“The new enhancements along the 900 block of Liberty Avenue have brought temporary infrastructure, full time parking and pedestrian safety improvements along the block; we believe the impact is going to be very positive for the diverse group of people who use Liberty Avenue regularly,” said Jeremy Waldrup, president and CEO of the Pittsburgh Downtown Partnership. “We thought it was only fitting to enjoy these enhancements with one day-long celebration that partners with two iconic events.”

This activation is in celebration of the world-wide event, International Park(ing) Day where citizens, artists and activists collaborate to temporarily transform metered parking spaces into “PARK(ing)” spaces: temporary public places. The event was conceived in 2005 in San Francisco and has been occurring for more than 10 years in Pittsburgh.

Additionally, if you’ve ever wanted to live Downtown, you’ll have the opportunity to check out a cool, urban condo at 951 Liberty Avenue, unit 4B. Piatt Sotheby’s Realty will host an open house from noon – 2:00 p.m. and 4:00 – 6:00 p.m.

When evening rolls around, the Life on Liberty Celebration will join the popular Pittsburgh Cultural Trust Gallery Crawl. Additional businesses will be selling food and cocktails that can be enjoyed in the temporary green space. These businesses include Images, Condado Tacos and There, Ultra Lounge. A DJ will be spinning fresh tunes to get everyone into a great mood. This special block party will occur from 5:00 p.m. – 10:00 p.m.

According to Edward Lai of Bae Bae's Kitchen "We are so excited to participate in the Life on Liberty project and International Park(ing) Day, with our beautiful Greenhouse Spark. Friday's celebration is just another great reason for more pedestrians to explore the businesses along our block."

Design support for this Life on Liberty Celebration was provided by Michael Baker's Urban Design Studio.

Life on Liberty is a series of pilot projects along the 900 block of Liberty Avenue intended to make the corridor more welcoming for pedestrians. The most recent streetscape project incorporates large, decorative concrete blocks to define a pedestrian zone and create a series of large scale planting areas in current no parking areas. Integrated into this zone are flowering plantings, a sequence of custom pedestrian lights, and graphic art on the street and planter surfaces. These streetscape improvements also compliment other work in the area including the addition of a bus-lane on the south side of Liberty Avenue, the greenhouse Spark parklet in front of Bae Bae's Kitchen, as well as *Garrison Canal*, the lighted public art installation on Garrison Place, just off of Liberty Avenue.

#### **About the Pittsburgh Downtown Partnership**

*Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit [www.DowntownPittsburgh.com](http://www.DowntownPittsburgh.com), follow us on Twitter at <http://twitter.com/downtownpitt> and "like" us on Facebook.*

#### **About Envision Downtown**

*Envision Downtown is a public/private partnership between the Mayor's Office and the Pittsburgh Downtown Partnership formed to accelerate Downtown's economic growth and competitiveness. Envision's mission is to advance mobility and livability in Pittsburgh's central neighborhoods, by making it safer, more attractive and convenient for everyone to get to, through and around Downtown. The initiative leverages a team of committed civic leaders and a robust data development program to implement a series of short-term, accelerated infrastructure projects with the goal of informing longer-term transformation changes to the City's mobility networks.*

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