

# DOWNTOWN KINGSTON! IT'S THE **REAL DEAL**

## PRESS RELEASE

### **Princess Street Promenade: A retail street festival for pedestrians!**

*July 31<sup>st</sup> downtown Kingston opens Princess Street to walkers and shoppers between Division and Ontario Streets.*

Kingston, Ont. /July 15, 2010 – Downtown businesses and the city invite Kingstonians and tourists to rediscover shopping downtown. They also wish to promote “active transportation” by encouraging people to take a stroll down the middle of Princess Street which will be closed to vehicular traffic from 10am-6pm during the Princess Street Promenade on Saturday July 31<sup>st</sup>.

The event will feature street activities, merchandise and outdoor patios provided by participating downtown businesses. This is the first partnership between the downtown merchants, Downtown Kingston!, the city, and the Kingston Coalition for Active Transportation (KCAT).

Tammy Godefroy, Co-Chair of the Princess Street Promenade Committee and owner of Novellino at 286 Princess St. explains: “Last fall I came up with the idea to hold a retail event using the downtown core of Princess Street to our advantage. Pedestrian shopping streets have been extremely successful in Europe as well as numerous cities in Canada including Montreal. After presenting the concept to fellow retail owners, who responded with enthusiastic agreement, the Princess Street Promenade Committee was formed which helped make this event a reality.”

“I think it’s great that the interests of different organizations are all coming together to form one big event. The interest of the City and KCAT in active transportation and the interest of downtown businesses and retailers in having a dynamic and interactive retail event have merged to create the Princess Street Promenade. A lot of people have been involved and I think that their efforts will result in an active, fun and entertaining community experience.” says Michele Langlois of Downtown Kingston!

“Active transportation is good for your body and connects you to your community. It involves getting to your destination using your body instead of a car. Closing a main street is the City’s way of encouraging residents to experience the joys of actively taking in our vital downtown outside the confines of a vehicle,” says Lynda Breen, Supervisor, Recreation Program.

Marshmallow roasting, live DJ’s, giant chess sets, Clifford the Big Red Dog, fashion shows, yoga demonstrations and the Kingston Derby Girls are only a few of the activities planned by downtown shops, restaurants and community groups. See [www.princessstreetpromenade.ca](http://www.princessstreetpromenade.ca) or the Princess Street Promenade facebook event page for a complete listing of participants and activities.

Princess Street will be open to walkers, bicyclists, roller-bladers etc, anyone using a form of active transportation. Kingston transit buses will be detoured around Princess Street, so those heading downtown are encouraged to plan to get there by bus (considered a form of active transportation) using the Kingston Transit My Trip Planner at [www.cityofkingston.ca/tripplanner](http://www.cityofkingston.ca/tripplanner).

Cross streets will be open to vehicular traffic during the Promenade. Vehicles left parked on Princess Street on July 31<sup>st</sup> will be towed.

- For more on the City’s efforts to encourage active transportation, including an overview of Kingston’s various trail systems, go to [www.cityofkingston.ca/activetransportation](http://www.cityofkingston.ca/activetransportation).
- For more on KCAT go to <http://www.kflapublichealth.ca/Campaign/KCAT.aspx>.
- For more Downtown Kingston! Events go to [www.downtownkingston.ca](http://www.downtownkingston.ca)

# DOWNTOWN KINGSTON! **IT'S THE REAL DEAL**

## **Princess Street Promenade Media Contacts**

Tammy Godefroy  
Owner of Novellino  
Co-Chair of the Princess Street Promenade Committee  
1-613-541-0219  
[tgodefroy@novellino.ca](mailto:tgodefroy@novellino.ca)

Justine Scala  
Co-Owner of Minotaur Gifts and Games  
Co-Chair of the Princess Street Promenade Committee  
1-613-545-2308  
[info@minotaurgifts.com](mailto:info@minotaurgifts.com)

Michele Langlois  
Downtown Kingston!  
1-613-542-8677  
[Michele@downtownkingston.ca](mailto:Michele@downtownkingston.ca)