



FOR IMMEDIATE RELEASE

April 16, 2020

CONTACT: Candace Chapman
Downtown Evansville Development Corp.
(704) 941-1072 | candace@downtownevansville.com

Downtown Evansville incentivizing online sales for small businesses by giving away hand sanitizer

ANNOUNCEMENT – Thursday, April 16, 2020: Downtown Evansville small businesses offering hand sanitizer with any purchase over \$25.

Thursday, April 16, 2020: Downtown Evansville small businesses are now going to be offering a coveted staple – hand sanitizer. In an effort to promote new online offerings that many small businesses have adapted to during the stay-at-home orders, the Downtown Evansville Development Corp (DEDC) and the Downtown Evansville – Economic Improvement District (EID) are working together to promote small businesses' online offerings by providing participating Downtown businesses with travel-size hand sanitizers, made by a Boonville Indiana based small business, to give away with purchases over \$25, as supplies last.

“Local, small businesses are the lifeblood of our community and culture,” said DEDC Director Candace Chapman. “We have to be creative as we support them through this crisis, which means utilizing every tool possible, including online business options.” The promotion will begin today, April 16, and continue while supplies last.

A full list of businesses participating in the promotion can be found by visiting downtownevansville.com/covid-19. Downtown Evansville has been working with small businesses to encourage safely utilizing online tools, platforms, delivery, curbside services, and virtual promotion. This initiative is being funded in part by Rapid Response Funds from the Vanderburgh Community Foundation.

Downtown merchants, restaurants, businesses, and even some non-profits are finding innovative ways to access virtual selling offerings, such as online ordering with meal and beverage delivery, virtual classes and design consultations, online apartment leasing, and online storefronts by local shops who had previously been brick and mortar.

“Downtowns across the country have lived through national tragedies and community crises and serve as places to bring people back together to restore community,” says Chapman. “We’re in the memory-making business: we look forward to getting to the other side of this, when it will be a memory of working together – with sanitized hands – to creatively adapt and fight our way through this global crisis,” says Chapman.

###

About the EID - Following a 2017 petition process of member property owners, the EID was formed in 2018 to provide benefits and services to member properties paid for by a special annual assessment on these properties. Funds from this assessment are managed by a Board of property and business owners within the district. The EID builds a more active and inclusive Downtown Evansville. It enhances resident, consumer, investor, worker and visitor experiences in Downtown Evansville.

About the DEDC - Formed in 2018 to accelerate placemaking and real estate development in Downtown Evansville, DEDC is the 501(c)3 charitable arm of the Downtown Evansville EID. DEDC works alongside the EID though it maintains separate governance and funding.