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| **NEWS RELEASE****FOR IMMEDIATE RELEASE** **Tuesday, August 24** | **Contact: Jeff Bray**Executive DirectorDowntown Victoria Business Associationjeff@downtownvictoria.caD 250-386-2239C 250-217-9461 |

**Fort Street Scrub Up Event Happening Wednesday**

**VICTORIA, BC**—The Downtown Victoria Business Association (DVBA) is leading a Scrub Up event for the 700-block of Fort Street on Wednesday, August 25 from 8:30am to 9:30am.

To launch the organization’s new Good Neighbour Program, the DVBA is inviting downtown business owners, employees, city officials, residents, VicPD, and anyone else interested to join for an hour to participate in beautifying the block. The intent is to clean everything in the public realm: the streets, buildings, parking meters, windows, and more. Cleaning supplies will be donated by the DVBA but interested parties are welcome to bring their own if they prefer.

The meeting place at 8:30am on Wednesday will be near the crosswalk on the 700-block of Fort Street (between Douglas and Blanshard Streets).

The DVBA’s Good Neighbour Program is a new initiative with the mission to encourage downtown business collaboration and facilitate engagement between downtown residents and downtown businesses.

If you have questions about the event, want to organize a Scrub Up event for your downtown block, or for more information on the Good Neighbour Program, please contact adam@downtownvictoria.ca.

Quotes:

“The DVBA is pleased to support and work with our members on great initiatives like the Fort Street Scrub Up,” said DVBA executive director, Jeff Bray. “These events are tremendous community building measures, and we are excited to be working with both businesses and residents!”

“We’re pleased to support the DVBA on this great initiative to bring local businesses and residents together to put a shine on our downtown,” said Victoria Mayor Lisa Helps. “This is a fun way to get to know your neighbours and build community. I know there will be lots of friendly competition to see who has the most sparkling block.”

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Media inquiries are encouraged. Please contact:

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**Media Links**

* DVBA Website: www.downtownvictoria.ca
* DVBA Facebook: <https://www.facebook.com/DowntownVictoria>
* DVBA Instagram: [instagram.com/downtownvictoriabc/](https://www.instagram.com/downtownvictoriabc/)