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FOR IMMEDIATE RELEASE

ANNOUNCING THE SOUTH WHITE STREETSCAPE SURVIVAL CHALLENGE

WAKE FOREST, NC – July 31, 2012 – Construction on Phases 2 and 3 of the South White Streetscape Project recently passed the midway point. The initiative, which began in March and is expected to be completed in late October, extends along South White Street from Elm Avenue to Spring Avenue. It includes waterline replacement, utility relocations, storm drainage, grading, paving, curb and gutter, sidewalk, paver installations, new signage, landscaping, and other related items.

In an effort to encourage area residents to shop downtown Wake Forest and recognize the merchants for their resiliency during construction, the Downtown Revitalization Corporation (DRC) and the Town of Wake Forest are introducing the South White Streetscape Survival Challenge. The promotion encourages shoppers to spend at least \$10 in 10 of the 23 participating stores between now and Oct. 31, 2012.

To play, simply pick up a South White Streetscape Survival Challenge card at the Wake Forest Town Hall, 301 S. White St., or at any of the 23 participating businesses. Have 10 different merchants initial the card when you've met the \$10 limit at their business, then turn in your completed card at any participating store to earn a free South White Street Survival T-shirt. T-shirts may be picked up at the Cotton Company, 333 S. White St., during normal business hours from Nov. 11 through Nov. 30 or at the South White Street Grand Re-Opening & Street Party being planned for early November.

Everyone who submits a completed card will also be entered in a special drawing for a gift basket worth \$1,000. The winning ticket will be drawn during the South White Street Grand Re-Opening & Street Party. You do not have to be present to win.

Participants may submit as many completed cards as possible between now and Oct. 31 to increase their chances of winning the gift basket.

The following downtown stores are participating in the Survival Challenge:

- B&W Hardware

- Chi Harmony
- The Cotton Company
- For Old Times Sake Antiques
- Frankie C's Pizzeria
- GC5 Vintage & Gifts
- Gilded Palette Gallery
- Harris Warren Gallery
- LaForesta Italian Café
- LEDE Studio & Gallery
- NC General Stores
- Next Consignment Boutique
- Old Magnolia Trading Company
- Olde English Tea Room
- Olde Town Antiques & Upholstery
- Sunflower Studio & Gallery
- Sweeties Candy Shop
- Village Pharmacy
- Wake Forest Art & Frame
- Wake Forest Coffee Company
- Wake Forest Florist & Gifts
- Wake Forest Weekly
- Wake Forest Yoga

For more information, contact DRC Executive Director Lisa Newhouse at (919) 570-1372 or lisa@wakeforestdowntown.com.

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For more information about the Town of Wake Forest, contact Public Information Officer Bill Crabtree at (919) 435-9421 or bcrabtree@wakeforestnc.gov.