

April 24, 2019

“FOR IMMEDIATE RELEASE”

### **Downtown Hailey Set for Flowers and Greenery**

Hailey, ID-- The City of Hailey’s new Hailey Flower Committee is set to begin their pilot summer beautification project in early May on two blocks of Main Street, between Croy and Carbonate Streets. The Hailey Flower Committee, in partnership with local businesses and with support from public and private donations, plan to add hanging flower baskets along storefronts and planter boxes along much of the curbside, as well as spruce up the existing planter beds with a variety of flowers and additional landscaping. The Flower Committee also hopes to incorporate seating and ambient lighting on a few major street corners, such as on the corners of Main and Carbonate Streets, outside of Christopher & Company Jewelry Store, and in front of the Hailey Library on Croy Street. The installations will be in place by late June of this year.

Through its beautification efforts, the Hailey Flower Committee aims to create a more vibrant summer atmosphere in downtown Hailey. Due to cost, the pilot project will be limited to the three designated blocks this summer only; however, the Flower Committee hopes to expand the program to all of Main Street in future years.

“We are very excited to get started with this project. We hope to be able to create inviting and creative spaces that residents and visitors alike can enjoy all summer long”, said Mayor Haemmerle.

Jane Drussell, long-time local business owner and member of the Flower Committee, is a strong advocate for this beautification effort. “Let’s make Hailey as beautiful in the summer as it is in the winter”, she remarked.

For more information about the project or to make a donation, please contact Hailey Flower Coordinator Maddy Waller at [maddy.waller@haileycityhall.org](mailto:maddy.waller@haileycityhall.org).