



FOR IMMEDIATE RELEASE

The Waterfront District Wants you to Live Outside the Box and Wear your Community Pride

Thunder Bay, ON, August 10, 2018 – Today, the Waterfront District BIA, alongside local business owners and community members, unveiled a fashionable new civic pride initiative; a line of *Live Outside the Box* t-shirts produced by Ungalli Clothing Co. that will generate funds to support beautification efforts in the neighbourhood. The black t-shirt that features the vibrant *Live Outside the Box* branding is made of 50% recycled polyester and 50% organic cotton.

“The Live Outside the Box t-shirts are all about wearing your pride and love for the Waterfront District and further supports our campaign to encourage people to shop local and to experience life outside of the big box stores and chain franchises,” says Jim Comuzzi, Chairman of the Waterfront District BIA. “When you purchase a t-shirt you are showing your support for local businesses, the Waterfront District neighbourhood, Thunder Bay, and that you are proud to ‘Live Outside the Box’.”

To unveil the new shirts, there will be a t-shirt takeover on social media and in the north core this weekend, with businesses featuring the shirts online and in storefront windows. T-shirt sales will support Waterfront District beautification projects in the area which include: street banners and flags, star lights and tree lighting, seasonal decorations, decorative tree guards, planters and flowers, garbage containers, streetscaping, decorative bike wracks, annual cleanup events, maintenance, and the Seagull Management Program.

“Community beautification is an essential part of the Waterfront District’s mission. It’s a ripple effect; when an area looks good and is well maintained, it attracts more people and new businesses to the area, which makes the neighbourhood a safe, vibrant and cultured place to be and of course, boosts the local economy,” continues Comuzzi.

The *Live Outside the Box* t-shirts retail for \$35.00 and can be purchased from the Waterfront District at community events or by calling the office at (807) 343-9032. Currently the shirts can



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also be purchased in the following Waterfront District stores and locations: The Loop, and Firedog Communications.

“These new t-shirts are a fun way for people to show off their civic pride while supporting a great cause; The Loop is delighted to partner with the Waterfront District BIA to be a retail site for the t-shirts,” says Beth DeProphetis, Owner of the Loop. “I not only own a business in the Waterfront District but I live in the area as well. Our community has a lot to be proud of with the opportunities and new businesses that we see popping up on a regular basis. Since the Loop opened its doors in the Waterfront District in 2012, I’ve seen this neighbourhood really evolve and I think everyone should wear one of these shirts to support our local businesses and community.”

During today’s launch event, the Waterfront District BIA also introduced a team of five BIA Ambassadors that have been hired through the Canada Summer Jobs program. Funding from the t-shirts will also support the initiative. The BIA Ambassadors role is to engage with people, who live, work and visit the area, and help to connect them with the services and resources they need. The students are also an extra set of eyes on the street to contribute to the BIA’s safety initiatives. The BIA Ambassadors, sport bright yellow t-shirts that say, “Ask me a Question?” and can be found out and about in the Waterfront District carrying out maintenance and beautification tasks. The public is encouraged to approach them to ask questions or report any concerns or feedback.

#LIVEOUTSIDETHEBOX

www.thewaterfrontdistrict.ca

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