

Erie Downtown Partnership
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**MEDIA EVENT: PHOTO &
INTERVIEW OPS**

Date: Tuesday, June 10th, 2014

Time: 10:00 AM

Location: Renaissance Centre, First Floor, 1001 State Street, Erie, PA

**ERIE DOWNTOWN PARTNERSHIP WELCOMES NEW WOMEN'S APPAREL BACK TO
DOWNTOWN ERIE**

Erie, PA- The Erie Downtown Partnership will hold a business expansion ribbon cutting event for Impromptu on Tuesday, June 10th, 2014.

“We are pleased to announce that Impromptu has expanded their business and now offers new women’s clothing and accessories” said John Buchna, CEO of the Erie Downtown Partnership, “It’s exciting to know that more unique items are available to those who choose to shop, dine and relax in downtown Erie” commented Buchna. Buchna went on to say, “Our updated Market Analysis identified the need for new women’s apparel in downtown Erie. The timing of this expansion proves good as we just started the process of updating the Downtown Master Plan which will help guide business development for Impromptu and others into the future”.

“We’ve expanded our investment in downtown Erie” said Debbie Bliley, owner of Impromptu. “We’ve been part of downtown for over 25 years and it was time to add more items to better serve our customers” commented Bliley. Bliley also stated, “Our move into the Renaissance Centre put us in a better position with shoppers who were also looking for men’s apparel, professional services or something to eat. Being part of the mix has proven to be a good investment for our future and to the future of downtown Erie. We’re really excited about adding new women’s apparel and growing our business to continue our success”.

The Erie Downtown Partnership welcomes this business expansion by Impromptu in downtown Erie.

Impromptu offer unique gift items, new women’s apparel, greeting cards and flavored coffees to those shopping downtown Erie.

The Erie Downtown Partnership is a nonprofit organization dedicated to the revitalization of downtown Erie by improving its image, business climate, physical environment and design.

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