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**FOR IMMEDIATE RELEASE**

## Uptown Martinsville Booms with Summer Entertainment Series Funded by The Harvest Foundation

***A Series of Sponsored Entertainment Events will launch in July 2007 with a focus on Revitalizing the Spirit of Uptown and Creating Opportunities for Social and Economic Change***

**MARTINSVILLE, VA** (June 22, 2007) – Residents of Martinsville, Henry County and surrounding areas will liven up the streets of Uptown Martinsville as part of a revitalization project, *Uptown Summer Fun Series*, which promises something for all ages and interests, including live music, picnics on the lawn, film festivals, and a family run/cycling event. The Harvest Foundation has committed \$89,250 for this program which focuses on the enhancement of the Uptown area and improving the overall quality of life for the community.

This summer's series of events has been designed to provide a new variety of activities in response to a recent survey conducted in the spring of 2007 by the United Way of Martinsville/Henry County and the Institute for Policy & Governance at Virginia Tech. The study focused on quality of life and community strengths and weaknesses. The results of the survey indicated that a high percentage of residents were dissatisfied with entertainment and cultural activities and wanted more local choices, especially in the Uptown.

"This a big step for Uptown Martinsville as we transform the area into a new destination spot for summer fun and entertainment," said Susan McCulloch, executive director of the Martinsville Uptown Revitalization Association. "We encourage merchants to stay open during activities and welcome participation from the local arts community. We want to gauge the interest of citizens and learn more about their favorite activities and what they want to see offered in Uptown. Most of all, we want everyone to come out and have fun."

"Funding for the Uptown Summer Fun Series serves multiple purposes. This initiative gives the community local choices for entertainment but also serves as an important catalyst for people to reconnect with the beauty of the Uptown area. The grant we have provided to Martinsville Uptown demonstrates our commitment to revitalizing and strengthening the economic condition of Uptown Martinsville, said Richard Killingsworth, executive director of The Harvest Foundation.

A sampling of activities and programs proposed for the Uptown Summer Fun Series includes *Lunch on the Lawn*, *Tunes at Twilight*, *Film Series*, and a *Fun Run/Bike Race*. Dates, times and location for events will be announced at a later date. A calendar of events will be posted at [www.martinsvilleuptown.net](http://www.martinsvilleuptown.net).

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**The Harvest Foundation**

*The Harvest Foundation supports health, education, and welfare initiatives that serve our vision of cultivating Martinsville and Henry County, Virginia as a “community of choice.” The Harvest Foundation was established in 2002 from the sale of Memorial Hospital. For more information visit [www.theharvestfoundation.org](http://www.theharvestfoundation.org)*

**Martinsville Uptown Revitalization Association**

*The Martinsville Uptown Revitalization Association was founded in 1992 with a commitment to enhance the uptown business district. Martinsville Uptown is a membership organization and serves as a resource for businesses, homeowners, community leaders and interested investors in issues related to the Uptown area. To learn more about this organization please visit [www.martinsvilleuptown.net](http://www.martinsvilleuptown.net).*

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