

March 25, 2011

NEWS ADVISORY



Limited Edition Silk Scarf Commissioned to Commemorate Historic Opening of Cincinnati Riverfront Park

Proceeds will benefit the Women's Committee for Cincinnati Riverfront Park, now approaching \$1 million in funds raised for the park

CINCINNATI, OH:--- To commemorate the opening of the Cincinnati Riverfront Park, the Women's Committee for Cincinnati Riverfront Park has commissioned a limited edition custom designed silk scarf by artist Denise Strasser. The keepsake scarf celebrates the addition of Cincinnati Riverfront Park to the city's nationally acclaimed parks system.

The limited edition of 500 scarves can be purchased for \$100 each (includes sales tax) through the Cincinnati Parks Foundation, (513.357.2616); or at several retail locations throughout the community. (Participating retailers are donating 100% of their scarf sales back to the Women's Committee to support the park.)

Retailers offering the scarf for sale include:

Absolutely Needlepoint 7117 Miami Avenue 45243 513.561.7999

Alligator Purse 2701 Erie Avenue 45208 513.871.6171

Arte Nouvelle 3445 Edwards Road 45208 513.841.2783

Isle of Skye Cashmere 7801 Laurel Avenue 45243 513.271.2589

Khakis 3434 Edwards Road, 45208 513.871.1212



Artist Denise Strasser designed the scarf to commemorate the opening of Cincinnati Riverfront Park.

"These beautiful silk scarves will become cherished mementos of a historic turning point for the Greater Cincinnati region," noted Helen Heekin and Debbie Oliver, co-chairs of the Women's Committee for Cincinnati Riverfront Park. "That's because Cincinnati Riverfront Park is destined to become the region's new 'front door' — attracting up to 1.1 million visitors annually and becoming a dynamic economic engine for business growth, increased real estate values, convention bookings and tourism. Purchasing a scarf for oneself or for friends and admirers of Cincinnati Parks is a meaningful way to contribute to the vitality of this new jewel in our award-winning parks system. It also makes a great gift for Mother's Day!"

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Scarves purchased from the Cincinnati Parks Foundation can be picked up either at the Cincinnati Parks Foundation office, 950 Eden Park Drive, 45202; or at the Fifth Annual 'Hats Off' luncheon, "We're Making History", Thursday, May 26, 2011 from 11:00 a.m.-2:00 p.m. at The Jacob G. Schmidlapp Stage and Event Lawn at Cincinnati Riverfront Park. This annual event will be the first to be held at the new Cincinnati Riverfront Park.



Artist Denise Strasser with Willie F. Carden, Jr., Director of Cincinnati Parks and the scarf she designed to commemorate the opening of Cincinnati Riverfront Park.

"When I first laid eyes on the plans for the Riverfront Park, the tremendous "green" area connecting Cincinnati's riverfront to downtown provided the inspiration for the scarf," said Denise. "I was thinking, 'This park is going to put our city on the MAP!' It is so exciting and thus the design!"

The Women's Committee of Cincinnati Riverfront Park provides meaningful private financial support to Cincinnati Riverfront Park. To date, the Women's Committee has raised over \$950,000 for Cincinnati Riverfront Park.

For more information, please contact Cincinnati Parks Foundation Development Associate, Alicia Krall, at (513) 357-2616.

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The City of Cincinnati's Park Board—a long-time and much-trusted steward of our region's natural resources—is leading the construction of Cincinnati Riverfront Park. The new 45-acre public park-- a regional attraction which will welcome millions of visitors to downtown Cincinnati—is being built with a blend of federal, state, city and private dollars. Construction of this destination park, located adjacent to The Banks development, is moving forward collaboratively but independently from the Banks project. The Cincinnati Riverfront Park project is progressing on time and on budget. Citizens are invited to visit www.MyCincinnatiRiverfrontpark.com to see the exciting park designs and video updates of park construction.





Cincinnati Riverfront Park ANOTHER JEWEL IN THE CROWN

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