

SUNDAY STREETS MISSOULA



sundaystreetsmissoula.org

For Immediate Release
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EVENT: Sunday Streets Missoula
DATE: Sunday, September 11, 2011
TIME: 10am – 4pm
WHERE: Higgins Ave., from the X's to 5th St.
4th St., from Higgins to Toole Park

Additional Contacts:
Charlie Beaton, BID Board Member
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Sunday Streets Missoula *Higgins Avenue Goes Car-Free for Sunday Streets Missoula*

MISSOULA, MONTANA – August 23, 2011

Ever taken a moment to pause on Higgins Avenue and admire the architecture? Not enough hours in the day to window-shop the way you want? Have you succeeded in your goal of making this the best summer ever? Well, then, come on down to Sunday Streets Missoula on September 11th and get all these things and more taken care of!

Sunday Streets Missoula is a FREE community event providing a venue for fun, spontaneous, on-street activities, shopping and dining in Downtown Missoula. The Downtown Business Improvement District, Missoula In Motion, and Missoula Parks and Recreation, are presenting this opportunity to enjoy Higgins Avenue in a different way. On Sunday, September 11, from 10am - 4pm, Sunday Streets Missoula turns Higgins Avenue into a car-free oasis by opening the street completely for bicycle and pedestrian traffic.

The Sunday Streets Missoula event in June saw over 6,000 people from all Missoula neighborhoods and surrounding communities participate in this great new tradition that promotes physical fitness, builds neighbor-to-neighbor relationships and supports active transportation.

What makes this September's event even better? It coincides with Germanfest and the Hip Strip Block Party. "We are so excited to be participating in Sunday Streets again this year, as a business and a neighborhood," says Charlie Beaton, owner of Big Dipper Ice Cream, "The vibe on the street was great last fall and we can't wait to have everyone back enjoying Higgins from a different perspective." Whether you want to walk down the center of the Higgins Bridge, take your time shopping, or participate in an outdoor fitness class, there will be something for everyone at Sunday Streets Missoula.

For more information or to get involved as a volunteer, please visit sundaystreetsmissoula.org.

Sunday Streets Missoula Mission

Sunday Streets highlights Missoula as a bikeable and walkable community by encouraging citizens to experience Higgins Avenue as a traffic-free community gathering place. Promoting healthy activity, people-powered transportation, public space, and local business, Sunday Streets Missoula builds on a long tradition of using our streets for public activities.

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