

## **NEWS RELEASE**

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### **Support Downtown Augusta Public Service Announcement Series Goes Live**

*Augusta, GA* – The Downtown Development Authority (DDA) in partnership with the Augusta Convention & Visitors Bureau (ACVB) are proud to launch a series of public service announcements (PSA) to invite the local community back to experience the plethora of locally owned and operated businesses in downtown Augusta.

The series produced locally by TranterGrey showcases the faces of Augusta's downtown businesses along with safety and social distancing measures businesses are taking during the COVID-19 pandemic to create a positive and safe experience for guests. Downtown businesses featured in the series include: 2<sup>nd</sup> City Distilling Company, Augusta Grooming Lounge, Café 209, Craft & Vine, Curvitude, Fat Man's Café, Field Botanicals, Hildebrandt's, Nacho Mama's, Noble Jones, Pink Slips, Southern Salad, The Book Tavern, The Soul Bar, Tire City Pottery, and the Westobou Gallery.

"I'm excited to release this series to the public and welcome our community back downtown. These PSA's show the faces of many of our local businesses who serve as a vital part of the makeup of downtown Augusta. These past few months have been especially hard for these businesses. They've taken this time to get their establishments ready to safely welcome back employees and guests while ensuring the legendary hospitality that Augusta is known for. We're asking Augustan's to get out and enjoy all that downtown has to offer safely and with social distancing in mind. They can do this through curbside and takeout options as well as outdoor dining and experiences. Support local, support downtown Augusta. That's our call to action for the community," said Margaret Woodard, Executive Director of the Downtown Development Authority.

The Support Downtown Augusta PSA series consists of (1) :60 second and (4) :30 second videos. We ask that local television stations air these videos as timeslots are available and share on social media using #loveaugusta and #downtownaugusta. The videos are available via Google drive for download by clicking [here](#) and on [Visit Augusta's YouTube Channel](#) upon release.

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