FOR IMMEDIATE RELEASE

SEPTEMBER 22, 2017

New 'Welcome . Bienvenue' signs now greet those entering the 'Uptown' of our city, compliments of your Business Improvement Association, Uptown Saint John Inc.

Three custom made gateway signs, crafted locally, show off the new 'Love Life Uptown' branding so popular with those who frequent uptown.  The signs are installed at three entry points to the uptown peninsula; the corner of Main St. and Union St., Somerset Street, and Crown Street.  The Uptown Saint John Urban Design & Development Committee lead this vision, including consultation with Saint John Energy, The City of Saint John, and various other stakeholders – always keeping in mind and the importance in staying consistent with the existing Neighbourhood Plan.

'Our uptown core is alive and thriving, and we have a different look and feel, as urban centres do,' said Nancy Tissington, Executive Director with Uptown Saint John Inc.  'We thought it important to not only welcome people to our community and home, but also to frame the boundaries with these 'place making' signs.'

Also of note, the first installation of our newly branded light-post banners are now installed.  Modern, with a slight gritty edge, the message is to "Love Life Uptown," whether it be while living, working, shopping, playing, or enjoying from afar – it encompasses the overall feeling that this population is embracing and truly loving our uptown core.  Love of place is undeniable, and we are happy to support it in this visual way.

Watch for these banners and the new gateway signs, and feel pride with us as a community!

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Uptown Saint John Inc. represents 600+ businesses and property owners in a 30 block area of the city centre.  Our mission is to support and empower businesses in our community to thrive.

For more information:
Nancy Tissington, Uptown Saint John Inc, Executive Director
1.506.633.1426
nancy@uptownsj.com

Pictured above, Uptown Saint John Executive Director, Nancy Tissington, with the new gateway sign on Somerset Street.