

For Immediate Release:

## **Alleyway Project Successfully Completed**

Reading - The Alleyway Initiative located on the town alleyway between Reading Trophy Shop and the Middlesex Animal Hospital is officially completed. The initiative was a community project designed to benefit local businesses, compliment the Downtown Improvement Project, and be consistent with Reading's Master Plan. Design elements included installation of brick pavers throughout the alleyway, iron archways that now flank both entrances to the alleyway, a park-like mural, new lighting that complements the Main Street and potted plants on either entrance to the alleyway.

Initially, generous funding from Mr. Nelson Burbank enabled this project to move forward, and through the Reading Cultural Council, a grant was obtained from the Massachusetts Cultural Council. The generous sponsorships haven't ended there, as Reading Cooperative Bank and The Hitching Post donated early in the initial fund drive. Also Chamber of Commerce member, John Pasquale, of Viking Tree has graciously donated four (4) potted Arborvitae trees for the alleyway and Lauri Johnson of Garden Rhythm Designs helped with the purchase of the large pots for the Arborvitae.

Elliot Gould, of The Gould Company generously offered his wall (for the mural,) paid for the new lighting in the alleyway, and added two planter boxes that were installed by Phil Clarke. Throughout this summer, volunteer and Garden Club member, Alice Armstrong selected and planted the flowers and kept a vigilant watering watch on the arborvitae and plants.

"There's still time to be a part of this project," says Michele Williams, of the Economic Development Committee, "with the upcoming Fall Street Faire on September 13 we'll be holding a contest to name the alleyway, and we are still accepting brick sponsorships from businesses for \$200 per brick."

During the groundbreaking ceremony last fall, some passerby's didn't know the alleyway existed. The Economic Development Committee hopes that whether it is a new "discovery" or a tried and true route that this new addition will serve as an anchor to the vibrancy that is being created in Downtown Reading.

If any person or organization is interested in additional financial support to the Alleyway project please contact Michele Williams at, [edc@ci.reading.ma.us](mailto:edc@ci.reading.ma.us).