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FOR IMMEDIATE RELEASE

Contact: Whitney Cooper, Downtown Development District

[wcooper@brgov.com](mailto:wcooper@brgov.com)

225.389.5520

### **Downtown Maintenance Committee Launches ‘We Live It’ Downtown Distinction Business Award Campaign**

The Downtown Maintenance Committee is launching its first annual ‘*We Live It*’ *Downtown Distinction Awards* beginning this month and running through March 2018. The committee recognized the first *Downtown Distinction* award winner this month at the Downtown Development District commission meeting. Downtown Duplicating, located at 1445 Main Street, was recognized as the March Downtown Distinction award recipient in the Retail/Service category for exemplifying outstanding exterior maintenance and property beautification.

The ‘We Live It’ Downtown Distinction Awards campaign will recognize one business in a different category each month. At the end of twelve months, the citizens of Baton Rouge will be urged to vote on the business most deserving of the Downtown Distinction ‘People’s Choice Award’ through social media outlets.

The Downtown Maintenance Committee’s ‘We Live It’ campaigns promote a clean community, in partnership with the Downtown Development District, Visit Baton Rouge, Keep Baton Rouge Beautiful, and the Downtown Business Association. The campaigns were developed to promote citizen cleanliness and highlight anti-litter laws by rewarding citizens and businesses showcasing how ‘We Live It’ in Downtown Baton Rouge.

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To learn more about the Downtown Maintenance Committee or become a member, contact Whitney Cooper at [wcooper@brgov.com](mailto:wcooper@brgov.com)