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FOR IMMEDIATE RELEASE

New This Year a National Night Out Information Booth on Nicollet Mall

The Community is Invited to Participate and Learn.

MINNEAPOLIS (August 5, 2014) — A National Night Out (NNO) Information Booth located at the corner of Nicollet Mall and 7th Street South will provide unified community crime prevention tips and a gathering spot for the downtown community equipped with games, ice cream and information on keeping your neighborhood safe. Join us tonight from 3:30-5:00 p.m.

With downtown's residential population now eclipsing 37,500 people, the event—a collaboration between the Minneapolis Downtown Improvement District (DID), its law enforcement partners and Target—looks to provide the downtown area an opportunity to learn about building a safe neighborhood environment through public safety awareness, getting acquainted with local law enforcement and starting a future NNO block party.

"National Night Out is an annual event that we enjoy in Downtown," said Steve Cramer, President and CEO of the Minneapolis Downtown Council and Downtown Improvement District. "Each year, we have incredible turnouts from neighborhood communities that want to build relationships together, and the NNO Information Booth is another way we can build on that sense of community while also learning important information about individual and community safety."

Events at the NNO Information Booth include an Electronic Basketball game, through which police officers plan to challenge attendees to beat their scores. Free ice cream bars and information guides will highlight personal and community initiatives that help prevent criminal activity.

An annual nationwide event, National Night Out encourages residents to get out into the community, host block parties and get to know one another as an organic means for crime prevention. The event was created by a police officer in 1984 as an effort to promote involvement in crime prevention activities and a police-community partnership. Since that year, National Night Out has taken place during the first Tuesday in August and targets building a healthier, safer community.

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“The Nicollet Mall Information Booth is a great way for our downtown community to receive wonderful ‘nuggets of knowledge’ about the many positive initiatives and efforts that are taking place daily to strengthen our downtown,” said Minneapolis Police Department Inspector Medaria Arradondo. “The MPD and the DID are excited once again to be participating in this fun and positive NNO event. It gives us a chance to meet and greet our downtown neighbors and show our appreciation for the great relationships and support that occurs year round.”

In addition to National Night Out, DID is working with Juxtaposition Arts in a youth summer engagement program that is helping to create spaces along Nicollet Mall that are creative and fun, while building community. Young people are looking to do more downtown and this initiative helps provide an opportunity for youth to contribute to the growth and prosperity of Downtown Minneapolis. The DID and Juxtaposition Arts are currently working on projects along Nicollet Mall at 4th Street South and 7th Street South, including JXTA Carts that are used to play games, make art and more. Times and dates vary based on schedule and weather, but target times include Monday through Friday between 10 a.m. and 11 p.m.

The DID Ambassadors help to continue the National Night Out mission year-round. DID Ambassadors patrol a 120-block area of Downtown Minneapolis and help community members through:

- Creating a friendly, welcoming environment
- Providing maps, guides, directions and ideas on things to do downtown
- Picking up litter, removing graffiti and pressure washing sidewalks
- Serving as extra eyes for law enforcement and first responders
- Connecting social service programs to those in need.

The DID Ambassadors work 7 a.m.-11 p.m. on Monday through Saturday and 7 a.m.-6:30 p.m. on Sundays with the goal of creating a more vibrant and attractive Downtown Minneapolis for people to live, work, shop and visit.

About the Minneapolis Downtown Council:

Founded in 1955, and one of the oldest central business districts in the nation, the Minneapolis Downtown Council (MDC) is a membership-based entity that works to create, preserve, and enhance a vital and engaging experience for the people who visit, work, shop, visit and live in Downtown Minneapolis. The MDC’s collaborative developments of Intersections: The Downtown 2025 Plan was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit www.downtownmpls.com.

About the Downtown Improvement District:

Founded in early 2009, after more than five years of formative planning and advocacy by the downtown business community, the Minneapolis DID delivers higher levels of service to make downtown cleaner, greener, safer and more vibrant throughout a 120-block area, as is the case with most Business Improvement Districts. For more information, visit www.minneapolisdid.com.

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