

Contact:
BCRAC
info@bcrac.org

570.268.ARTS (2787)



Press Release

Towanda Begins Celebration of First Fridays “Where Families Come Together”

Towanda Main Street

July 3rd 5-9 PM

Towanda merchants and Main Street partners have decided to come together and begin celebrating and promoting the unique hometown feel that has been growing over the recent years in Towanda. This little town has a lot of wonderful qualities and has been experiencing growth and renewal quietly for some time now. “Twenty years ago, when I arrived in Bradford County and visited Towanda, there was no river by-pass, no river walk; the Keystone Theatre was a scary looking place and Main Street itself was draped in electrical wires. I was less than impressed by new home. Twenty years later, I have aged and the town is really coming back to splendor” says Elaine Poost, Program Director at BCRAC.

First Fridays is intended to infuse community pride by offering the opportunity to come to town, have some fun, do some shopping and meet your neighbors. Friday, July 3rd is the initial kick off for this event, which is intended to become a monthly affair. Not only are merchants in Towanda planning to remain open late on Friday, there are several other activities planned including: live music, face painting, clowns and costumed characters, unicyclist, artisan demonstrations, .25¢ coffee at the Red Rose Diner, a Family Walk sponsored by the Bradford County YMCA, balloons, bubbles, Bradford County Regional Arts Council’s children’s paint center, sidewalk coloring with chalk at Ben Franklin - everything in the store will be 20% off, special event at the Winding River Players’ Black Box Theatre and much more all in Towanda – “Where Families Come Together.”

For Immediate Release