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For More Information:

Lauren Coakley Vincent, President + CEO
Bridgeport Downtown Special Services District
(203) 908-3622
lauren.dssd@infobridgeport.com

— PRESS RELEASE —

COLORFUL BRIDGEPORT NEW WEBSITE LAUNCHES: COLORFULBRIDGEPORT.COM

BRIDGEPORT, CT – August 26, 2019 – The Bridgeport Downtown Special Services District (DSSD) unveiled the new [ColorfulBridgeport.com website](http://ColorfulBridgeport.com) at a preview party and Colorful Conversation event on Thursday, August 22nd. The new website is now live. The site features the many assets within Downtown Bridgeport and promotes the goals of the Colorful Bridgeport campaign, which aims to celebrate the diversity and beauty of Downtown Bridgeport's vibrant overlapping forms, shapes, and colors that intersect through its people, streets, places, and spaces.

The sections of the website highlight different key elements of the neighborhood to be enjoyed by residents and visitors alike.

DISCOVER: Discover Downtown is meant to offer quick and easy ways to navigate content to find out what exists in the Downtown, what events are going on, and how to get here and get around.

DO BUSINESS: Do Business highlights the many resources available to assist entrepreneurs and business owners to start, operate, and expand their business in Downtown Bridgeport.

COLOR IT IN: Color It In is about taking action and adding to the vibrancy of the neighborhood. Visitors to this section of the website can find out how to make their mark in Downtown Bridgeport by living here, locating their business here, activating vacant spaces, installing public art, and more. We want you help us Color In Downtown Bridgeport!

ABOUT US: The About Us section of the site offers information to visitors about the Bridgeport Downtown Special Services District, who we are, the work that we do, and ways to show support for the neighborhood.

According to Lauren Coakley Vincent, DSSD's President + CEO, "The Bridgeport DSSD is excited to launch the new Colorful Bridgeport site. Downtown Bridgeport radiates with diversity. Its many hues of humans, food, art, and business are what make it a place unlike any other. We needed a new web presence to reflect that beauty and diversity, while making helpful information easily accessible to those who want to live, work, and create here. We are so grateful to our supporters, such as the United Illuminating Company and others, as well as our web development partner, Peralta Design, who made the project a wonderful success."

"UI is a proud partner (sponsor) of the DSSD Colorful Bridgeport campaign," said Al Carbone, Manager of Government & Community Relations. "As a company, we understand the importance of economic development and arts & culture. The campaign celebrates diversity in the city, from people to places. The launch of the new website is a great way for businesses, residents and visitors to find out about the wonderful amenities that exist in the downtown area, and showcases the revitalization taking place in Downtown Bridgeport."

Ramon Peralta, Founder and CEO of Peralta Design, said "We love Bridgeport for being a city of great diversity, full of vibrancy and culture that combines the grittiness of NYC with the charm of it's beautiful New England coastline. As active members of the Bridgeport Regional Business Council with deep Bridgeport roots, we were honored to be tasked with designing and building a website that communicates Bridgeport's colorful brand to a mobile-first audience. Our residents and business owners are our best brand ambassadors and we wanted to build something that they would be proud of while attracting new visitors and shoppers as well."

About the Bridgeport Downtown Special Services District

As the Business Improvement District for the Park City, the mission of the Bridgeport Downtown Special Services District (DSSD) is to "promote the preservation and development of the downtown business district; make the area more attractive and accessible; and enhance the public perception of downtown Bridgeport through overseeing and managing its appearance, security, and cleanliness." The DSSD is operated under the direction of a nine member Board of Commissioners representing property owners in downtown Bridgeport. www.colorfulbridgeport.com

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