



May 12, 2010  
For Immediate Release

## ***Third Thursday Gets Growing with “Pimp Your Pot”***

Ferndale, MI – Downtown Ferndale businesses will take their creativity to the street this Third Thursday, May 20 with the roll out of the second annual Pimp Your Pot beautification program. The pimped pot unveiling, special events for children and adults and consumer judging begins at 6 pm all along Nine Mile and Woodward Ave.

PYP nurtures and exhibits the creativity of downtown businesses who are encouraged to assemble planters that reflect their business personality. Last year, The Twisted Shamrock built a larger-than-life shamrock trellis while Meagan Mitchell Salon grew blooms for the summer in a repurposed wash basin.

“Merchants are encouraged to make their planter a snapshot of their business or show their creativity, in some way, by making a beautiful, blooming statement,” said event organizer & volunteer Stacey Tobar. “Collectively, Pimp Your Pots brings a lot of color to our sidewalks, individually it gives each business a chance to be expressive.”

Merchants will place their pimped pots on the sidewalks by 6 pm Thursday, May 20<sup>th</sup>. The pots will remain in place all summer long. This year, consumers will determine the best pots in town by placing a “penny in the pot” at their favorite location. The pot with the most pennies wins and collected funds will go toward a Downtown Ferndale beautification project. Voting begins at 6 pm Thursday and continues through noon, Wednesday, May 26.

Besides unveiling the unique creations of each business, the evening’s festivities also includes many hands-on activities for adults and children.

- **Seeds for the Future** – Garden-related activities for adults and children at Schiffer Park.
- **How to Pimp Your Pot** – An extreme pot makeover demo at Blumz by JRDesigns, 503 E. Nine Mile.
- **Organic Gardening** – At Green Thumb Gardening Center, 22963 S. Woodward. They’ve got answers to all your gardening questions!
- **Seed & Perennial Exchange** – Bring your wagon and your filled buckets to exchange for what others are already growing, at Schiffer Park.

Pimp Your Pot is a program of the Design Committee of the Ferndale Downtown Development Authority. The DDA is responsible for the management and marketing of the downtown district which includes approximately 400 businesses and 3.9 linear miles of real estate extending from the iconic Woodward & Nine Mile intersection. For more information on PYP, please call the DDA at 248-546-1632 or visit [www.downtownferndale.com](http://www.downtownferndale.com)

###