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**GLENDALE'S CENTERLINE DISTRICT
GETS AN ARTISTIC CENTERPIECE**

GLENDALE, Ariz. – Glendale paints a new picture of its Historic Downtown through the debut of a new arts district, which will spotlight public art and culture while inspiring new ones.

Called Artwerks Lateral 58, Glendale's new arts district takes its name from the historic 58th parallel (now 58th Avenue) in the heart of Glendale's downtown. The district will be launched through a series of events to be held Saturdays in conjunction with Glendale Glitters, the city's annual holiday light display, and will feature live performing artists, local painters, sculptors, dancers and musicians.

Artists will be given space along the recently renovated alleyway just east of downtown's Murphy Park at 58th Avenue, and event goers will have the opportunity to watch artists at work, as well as tour the historic area and enjoy its many boutiques, shops and dining options.

The day-long events will conclude just as the blanket of twinkling lights for Glendale Glitters begin to illuminate the night sky. Glitters season art events are Nov. 27, Dec. 4, 11 and 18 from 10 a.m. to 4 p.m. In addition, musical entertainment will be offered from noon to 4 p.m.

"The goal of Artwerks Lateral 58 is to have the arts flourish in Glendale's Centerline district, creating a collective cultural community to connect the unique businesses in the district with the local arts community," said Justine Cornelius, Artwerks Lateral 58 coordinator. "Studies have shown that investing in arts and



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culture not only enhance the quality of life for a downtown area, but also have a strong economic impact on local business by creating a vibrant energy that attracts residents, merchants and visitors.”

A recent study, titled Arts and Prosperity III, found that nonprofit arts and culture groups generate more than \$6.6 million in the city of Glendale and more than \$839,000 in local and state government revenue.

Glendale’s Economic Development Department is working in partnership with Fusion Foundation, a nonprofit arts organization, on the Artwerks events. Fusion Foundation will help in introducing new artists to downtown Glendale for the opportunity to showcase their work. The group will also help identify the needs of the business community and match these with local cultural resources to develop additional programs.

“Turning Centerline into an artistic focal point and destination for the region will allow Glendale’s Economic Development Department to bring new investment opportunities to the district as well as other areas of the city,” said Glendale’s Economic Director Brian Friedman.

Glendale’s Centerline District is a dynamic live/work/play redevelopment project in the heart of Glendale. The Centerline project area is located along Glendale Avenue from 43rd to 67thavenues, between Ocotillo and Myrtle. The long-term goal of the project is to revitalize the Glendale Avenue corridor by encouraging private business investment, job creation and the development of shopping, dining and recreational opportunities. The project will also result in enhanced infrastructure, public facilities, open space and neighborhoods.

For more information on Centerline, visit www.glendaleaz.com/glendalecenterline.

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