

NEWS RELEASE
FOR IMMEDIATE RELEASE

CASSELMAN CELEBRATES THE COMPLETION OF ITS DOWNTOWN BEAUTIFICATION PROJECT

Casselman (Ontario), October 22, 2020 - The Casselman Downtown Revitalization Corporation is proud to announce the completion of its latest project to beautify its public square and village centre. This project was made possible with the financial support of the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and the Municipality of Casselman through grants of \$29,025 and \$18,160, respectively.

Casselman's main street now has 10 new decorative vintage lampposts adorned with flower baskets, a spacious grey brick bench for pedestrians and cyclists, and two large photographs of community landscapes on the building at 750 Principale Street. In addition, a mural of the town's historic train bridge, painted by local artist Joël Drouin, has been installed in the public square, the central downtown location where various activities are held throughout the year.

"It's great to see that businesses and residents in the Village of Casselman will benefit from our investments through the Rural Economic Development program," said Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs. "This funding will help to beautify and revitalize the downtown core and will drive economic growth for the Village and the region."

The beautification project also includes the purchase of speakers and nine street posts, which will be embellished with decorative banners, all to promote the community's touristic events year-round. This project will inject new life to the downtown core, with its improved public square and a lively main street will encourage visitors to extend their stay and discover downtown businesses.

"Today, we are reaching an important milestone in the revitalization of downtown Casselman," said Casselman Municipal Councillor, Francyn LeBlanc. "More than ever, it is important to create safe, pleasant and welcoming public spaces. The Municipality of Casselman is proud to support this beautification project, which will support economic activity in the centre of the village and encourage shopping locally throughout the year."

The project to revitalize Casselman's public square and main street will also attract the attention of tourists arriving at the Via Rail train station, which is directly adjacent to the public square.

"The revitalization project is the result of long-term planning to encourage the economic growth of the municipality," said Jovette Richer, President of the Casselman Downtown Revitalization Corporation. "The project is intended to create a gathering place in the community and improve the quality of life and overall experience for residents, businesses and visitors to Casselman. »

For more than 15 years, the Casselman Downtown Revitalization Corporation has created services and programs that contribute to the economic vitality of Casselman. With the aid of various levels of government and the private sector, its members and volunteers have developed numerous projects, such as an annual Christmas Festival, the renovation of the historic train station, a tour of heritage homes, the creation of the Casselman History Museum, and countless others since its creation.

Established in 2004, the Casselman Downtown Revitalization Corporation promotes Casselman's economic, touristic and cultural development. It aims to increase the vitality in the town centre, to encourage local businesses and to develop tourism in Casselman. For more information, visit www.crcasselman.ca.

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