



FOR IMMEDIATE RELEASE

Contact: Carl Rosa at 203-757-0701 ext. 302, [crosa@mainstreetwaterbury.com](mailto:crosa@mainstreetwaterbury.com)

## Merchandise Display Workshop

### Main Street Waterbury Offers **FREE** *Display Workshop* for Businesses

July 2012, Waterbury, CT – On Thursday, July 19, 2012 Main Street Waterbury and The Downtown Business Watch will present the second in a series of workshops geared toward helping local businesses attract and retain customers. It will feature information on how to create effective window displays and floor displays to attract customers to their place of business. Sponsored by Brass Mill Center & Commons, this event will be presented at Café Europa starting at 5:30 pm.

This workshop will feature Amy Kirby of *As You Like It Designs LLC* who will create a window display at the Café and discuss all the aspects of design and execution. Ms. Kirby has over 10 years of experience in the field and did design work for notable retailers such as the Pottery Barn, Ralph Lauren, and Ethan Allen prior to establishing her own firm.

Main Street Waterbury's earlier workshop focused on E-Commerce. It was designed to encourage businesses to development an internet customer base and enhance their business by promoting electronic commerce (e-commerce) to reach a broad geographical clientele.

Although these workshops are geared to Waterbury's Downtown businesses, any are welcome to attend. Please contact the Main Street Waterbury office at 203/757-0701 ext. 302 to reserve your seat for the July 19, 2012 offering.

Main Street Waterbury is a 501c(3) not-for-profit downtown management and revitalization program in the context of historic preservation. Through improving the physical appearance of downtown Waterbury, promoting its architectural and cultural assets, organizing volunteer initiatives, sponsoring events, and fostering public/private partnerships, Main Street Waterbury hopes to economically rejuvenate Waterbury's downtown district without sacrificing its character or heritage.

We are proud to receive major support from -- The City of Waterbury, Webster Bank, Waterbury Regional Chamber of Commerce, Waterbury Development Corporation, CT Main Street Center, Universal Copy, TD Bank, Mattatuck Historical Society, Cornerstone Staffing, NEOPERL, Lux Financial Services, BlumShapiro, Sterling Security, and PM Architecture.