

ctinel-Star

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King St mall stirs interest

If the growing involvement of the community continues for Cobourg's Mall and Carnival scheduled for July 30 and 31, the event will be a tremendous success, believes Bob Clement, chairman of the Downtown Business Associates.

This organization is the spearhead behind Cobourg's first Mall. The mall will stretch from Division along King St. west to George St. King St. Merchants will sponsor a sidewalk sale during the daytime in front of their stores. Many hope to offer reduced prices on merchandize.

Profits from the carnival booths leased to service clubs will be shared with the Santa Claus fund. Already community involvement is growing with the Kinsmen, Kiwanas, Rotarians and Lions involved. Both the student placement office of Canada Manpower and Sir Sandford Fleming College will operate information booths. Several local industries are expected to confirm booth space in the next few days.

The Business Associates are quick to point out the help they have received from Cobourg officials and agencies as well as private interests. Both the PUC and the Parks Board have offered equipment and labor. Police Chief Butler and Fire Chief Greer have come forward with assistance. Through Chief Butler's cooperation parking and security problem will be kept to a minimal. Chief Greer and his men have offered to hose down King St., before the Mall is set up.

"Council has been tremendous," Ted Barton, one of the mall organizers enthusiastically observed. It was through Council the Business Associates were able to close off King St. and receive approval from the Department of Highways.

Beaver lumber is constructing free, 12 booths. Denton Florists is providing planters and potted trees to mark off the area as well as enhance the mall atmosphere.

As well as the sidewalk sale, display booths during the day, a fashion show will take place Saturday on the mall. Saturday night, the merchants will sweep away their goods, close shop and join everybody on the Mall for the carnival rides and old fashion street dance. Highlight of the Saturday program will be the lucky draw from among the 50,000 free tickets distributed during the sidewalk sale. With each ticket drawn from the mini-car ballot box, some of the 10,000 balloons expected to be attached to lamp posts along the mall will be released.

"The mall is catching on with the people," Ted Barton enthusiastically observes, "it's really catching on."

Mr. Barton is still clinging to his original expected figure of 25,000 visitors for the event. Radio, T.V. and newspaper advertising are promoting the event well up into the cottage country.

A-Cobourg - Stores, Shopping malls, etc
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