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Photo by GRAHAM PAINE

## Irish eyes

Seven-year-old Taylor McLardy, who's actually of Scottish decent, helps her mom serve tea at the St. Patrick's Day tea and bazaar at Knox Presbyterian Church Saturday afternoon.

## DBIA campaign launched to keep people downtown

*Businesses take action to keep sales coming amid construction*

By RICHARD VIVIAN

The Champion

In an effort to keep people shopping downtown during Main Street re-construction, the Milton Downtown Business Improvement Area (DBIA) is holding a series of promotions.

"We want to make it easy for people to come down and not be intimidated by all the construction," said Carol McDonald of McMarketing Inc., the marketing firm hired by the DBIA.

"There's been months of planning around this."

Kicking off the promotional campaign, which started yesterday, is 'Our Easter Bonnets are Hard Hats'.

All DBIA businesses have been issued plastic hard hats for either their staff to wear or put in the window.

"We want people to decorate them, to have some fun with it," Ms McDonald commented.

Further promotions will see draws for prizes, which will correspond with numbered rocks dug out of a sandbox, and Mother's Day activities.

Weekly advertisements will also be published to keep people informed of what the re-construction will entail the following week and what that means for shoppers.

Construction crews started tearing up the

Main Street sidewalks and curbs, between James and Commercial streets, yesterday.

After the existing sidewalks have been cleared, temporary asphalt will be laid to provide a safe walking path for pedestrians.

Overall, the project will see a downtown section of road straightened, with the creation of seven additional on-street parking spaces and improved lighting.

Construction is expected to take until late June for completion.

"While all this is happening, it's important that we keep people coming into the downtown for their shopping," continued Ms McDonald.

While construction is ongoing, the Farmers' Market which usually takes over the street on Saturday mornings starting the May long weekend, will be moved to the Town Hall parking lot on Brown Street.

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