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**FOR IMMEDIATE RELEASE**

## **PORTLAND MALL MANAGEMENT, INC. PROGRAMS DOWNTOWN'S CENTRAL TRANSIT MALL EVERY MONDAY NOW THROUGH MAY 10<sup>th</sup>**

**PORTLAND, OR - (March 10, 2010)** - For the next 9 weeks, Portland Mall Management, Inc. will expand programming into Downtown's Revitalized Central Transit Mall. Every Monday along SW Fifth and SW Sixth Avenues FREE family-friendly events and activities will take place throughout the day.

From starring in your own **FREE** flipbook to playing Wii Sports on a giant screen, listening to the sounds of *Sax in the City* or posing for a **FREE** caricature, these events will bring life to the streets of Downtown Portland on each and every Monday!

This Monday, March 15<sup>th</sup>, three different events will activate the Central Transit Mall. Head to the Congress Center on SW 5<sup>th</sup> & Salmon and make your own flipbook! Sit for your very own caricature at Pioneer Tower on SW 5<sup>th</sup> & Taylor. Or finally, try out your bowling skills on a 13ft TV screen at the Unico Plaza on SW 6<sup>th</sup> and Oak. For a complete schedule of all the events, visit

[www.freefunDowntown.org](http://www.freefunDowntown.org) .

With the recent completion of the \$200 million Mall Revitalization Project, which brought light rail service to the Mall, the Mall was returned to its original architectural excellence and grace. Long-term benefits of this investment can be realized only through ongoing stewardship and timely responses to physical, social and environmental changes in the area. Recognizing this need, a group of private-sector business leaders have partnered with the City of Portland and TriMet to form Portland Mall Management, Inc. (PMMI) a 501(c) public-benefit corporation.



**For further details on all of the FREE events and activities held on Downtown's Central Transit Mall, please visit [www.freefunDowntown.org](http://www.freefunDowntown.org) or follow us on twitter @pcspdx**

Brought to you by:



In Partnership with:

**PIONEER**  
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*Pioneer Courthouse Square, Inc. is a non-profit organization whose mission is to manage Downtown's central public space, Pioneer Courthouse Square, to achieve an active and healthy downtown core. This goal is achieved through a wide range of public and private partnerships. Pioneer Courthouse Square's annual operating budget is currently \$2.2M composed of cash and in-kind donations.*