



**NEWS RELEASE**

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**Support your Local Downtown and Main Streets This August!**

**OTTAWA (August 1, 2024)** -This August, IDA Canada, a national coalition of the International Downtown Association invites the public, the business community, and decision-makers to celebrate Downtown and Main Street Month.

Canadian downtown neighbourhoods and city cores play an important role in their communities' economic and social prosperity. Their diversity and vibrancy reflect that of the greater Canadian population, and the impact of their success and flourishing ripples throughout the country. "Downtown and main streets provide Canadians with a place to connect and encourage local economic activity," says Kate Fenske, Chair of IDA Canada and Chief Executive Officer of Downtown Winnipeg BIZ. "Despite the changes the pandemic brought on, these neighbourhoods still invite community and entrepreneurship".

While demonstrating ongoing perseverance, downtown cores and small businesses still face immense struggles. Rising vacancy rates and drastic changes in the working style of Canadians have continued to impede downtown activity. Many beloved Canadian main streets face challenges in achieving previous levels of bustling activity.

However, those who make up Canadian downtown cores have gone the extra mile to revitalize these centers, and events and businesses have been back in full force across Canada. Yet ultimately, these neighborhoods still rely on ongoing support from members of their community. "Downtown and Main Street Month gives Canadians an opportunity to voice their support for their downtown cores." explained David Downey, IDA President & CEO. "The pandemic showed us the invaluable impact that downtowns have on Canadian life. They are the vibrant heartbeats of communities across the country. We hope people take advantage of this month and demonstrate their appreciation for the permanent value of Canadian main streets".

We encourage Canadians to explore all that their downtown and main streets have to offer. From coast to coast, Downtown and Main Street Month is a perfect opportunity for the public and decision-makers alike to connect with their local Business Improvement Association and

small businesses. Together, their support can allow Canadian downtowns to flourish for future generations.

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**About:** IDA Canada, a national coalition of the International Downtown Association, represents organizations across the country that manage Canada's business districts, making them vital places in the nation's identity and key centres of economic wealth. The goal of IDA Canada is to unite Canada and lay the foundation of the coalition's Canadian advocacy and research efforts. To learn more about IDA Canada, our members, and our work, click [here](#).