



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
**DATE: April 24, 2012**

**CONTACT: Allison O’Konski**  
**PHONE: 304-234-3617**

### **MAYOR TO MEET WITH CENTRE MARKET MERCHANTS**

**Wheeling, WV** – On Wednesday, April 25, Wheeling Mayor Andy McKenzie will host a meeting with the Centre Market merchants to review the past year’s progress and discuss upcoming goals for the historic market area. Merchants will meet in the Upper Market House at 6:00 p.m.

Centre Market Manager, Kurt Zende will also attend the annual meeting with the Mayor.

“We have had a very successful cooperative ad campaign with the Centre Market merchants during the past year,” Zende offers.

Specific accomplishments include raising approximately \$18,000 in corporate sponsorships to supplement the group’s promotional budget and filling three retail storefronts with new businesses. Zende made aesthetic improvements to the neighborhood streetscapes and painted both the Upper and Lower Market House. Additionally, Zende and the merchants hosted five successful events.

During the meeting, the group will discuss goals for the upcoming fiscal year, including plans to raise \$50,000 in corporate sponsorships for marketing and infrastructure improvements.

###