

**For Immediate Release
3/22/05
Livermore Downtown Inc.
(925)373-1795**

Livermore Downtown Inc. Director, Rachael Lavezzo-Snedecor has been asked to speak at the National Main Street Conference in Baltimore, Maryland in May 2005. She will be discussing the promotional programs established in Livermore that are designed to bring shoppers and diners to the downtown commercial district. She will also discuss their program focus of establishing the downtown as the heart of the community.

The Female Focus Program that Livermore Downtown Inc. developed and facilitated has been added to the “Best of the Best Main Streets” Workshop that is presented all over the country by the National Main Street Street Association.

We are very proud that Livermore’s revitalization efforts are getting National attention. This honor is shared with the City of Livermore, the downtown business owners, the Livermore Downtown Inc. Board of Directors and all of our residents and community partners. Their support of our program has allowed us to achieve exemplary status as a National and California Certified Main Street Community.