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Sales of City Tie will Dress Up Community *\$5,000 raised for Brightside*

LOUISVILLE, KY (December 21, 2007) – Mayor Jerry Abramson announced today that sales from the official city tie have generated almost \$5,000 that will benefit Brightside. The money will be used to create community gardens, maintain Bright Sites and buy supplies for community-wide cleanups.

“The ties really seem to suit Louisville,” Abramson said. “They have been more popular than we could have ever imagined and they will dress up our community by funding a variety of beautification projects.”

The Vineyard Vines ties are sold exclusively by local retailer Parallel 38, 3905 Chenoweth Square. The ties feature a repeating pattern of a thoroughbred racehorse and a fleur-de-lis with twin stars that represents the merged city and county governments. The ties retail for \$65 and are available in dark royal blue, red, raspberry and apple green.

Five dollars from each sale is donated to Brightside. The Vineyard Vines apparel company also donated 50 ties to the store and the city. Every dollar from those sales benefited Brightside. During November, the first month of sales, the store sold 374 ties for a total donation of \$4,725. Parallel 38 will make a donation to Brightside each month after calculating sales of the tie.

“People have been purchasing the ties as gifts for loved ones here in Louisville and family members or friends who may have moved away,” said Terri Cardwell, owner of Parallel 38. “Our store is thrilled to have this partnership with the city that truly allows us to provide a unique product for our customers while improving our community.”

Abramson became familiar with the Vineyard Vines ties when President George W. Bush and U.S. Senator John Kerry (D-MA) wore the neckwear during the 2004 presidential campaign.

Vineyard Vines is an apparel company founded in 1998 by brothers Shep and Ian Murray. The designs are inspired by their love of Martha’s Vineyard, Mass.