



For Immediate Release

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PRESS RELEASE

Walnut Creek Downtown is pleased to announce new Executive Director

February 12th, 2018-Walnut Creek, CA- Walnut Creek Downtown (WCD) is proud to announce and welcome Kathy Hemmenway as the new Executive Director. Hemmenway will be responsible for team leadership, driving revenue, events, and advocacy, as well as general management responsibilities. WCD's mission is to work with its 650 members and community partners to promote and enhance downtown business and economic vitality. Hemmenway will report to the Walnut Creek Downtown Board of Directors.

Hemmenway has been with WCD for the past 9 years. During her successful tenure at WCD, Hemmenway oversaw 20 annual events, including Walnut Creek On Ice, sponsorship development and implementation, marketing, and served on the Homeless Task Force. She has developed strong working relationships with WCD members, elected officials, county and municipal staff, and leaders in the business and non-profit community. She was instrumental in implementing nine of the City's Downtown Enhancement Initiatives including the Utility Box Wrap program, Walnut Creek First Wednesdays, Oktoberfest and Movie Under the Stars. Hemmenway has also worked on multifaceted revitalization efforts including doubling the business improvement district membership in downtown Walnut Creek.

"I am thrilled to lead the WCD team. I have spent the past 9 years working to support our 650-members, while promoting downtown Walnut Creek as a vital retail destination. I look forward to continuing the tradition of providing "*best in-class service*" to our members and partners. Our mission is to create and promote an exciting environment for people to visit, live and work," said Hemmenway.

Hemmenway holds a degree in Communications from St. Mary's College in Moraga and resides in Lafayette with her husband and 3 children.

To learn more about Walnut Creek Downtown or how you can become a member, visit our website at www.walnutcreekdowntown.com.

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