

# PRESS RELEASE

## *Project for Public Spaces*

Regina, September 12, 2016



### **What if we built Our Communities around Places?**

*A Discussion with Cynthia Nikitin from Project for Public Places*

The Regina Downtown Business Improvement District (RDBID) is proud to announce *Looking at City Square Through the Lens of a Place*, a Placemaking discussion with Cynthia Nikitin, Senior Vice President at Project for Public Spaces. Join us on **Monday, September 19, 2016 from 5:30pm – 7:30pm in the lobby at the Hill Center Tower 2** for a discussion on ideas and approaches on how to improve a neighbourhood, city or region. Cynthia delves into how we can strengthen the connection between people and places, and references a collaborative process to help shape our public space and maximize everyone's value.

"We are very privileged to host Cynthia Nikitin for this discussion," said Judith Veresuk, Executive Director for RDBID. "Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community, and we are excited to hear from Cynthia and the participants at the event."

More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural and social identities that define a place and support its ongoing evolution. With community-based participation, Placemaking capitalizes on a local community's assets, and results in the creation of quality public spaces that contribute to people's health, happiness and well-being.

#### **About Project for Public Spaces:**

Project for Public Spaces (PPS) is a non-profit planning, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. Their pioneering Placemaking approach helps citizens transform their public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs.

#### ***Should you require any more information on these, please contact:***

Judith Veresuk  
Executive Director  
306.359.7573  
jveresuk@reginadowntown.ca

*The Regina Downtown Business Improvement District (RDBID) is an organization that provides a range of business and community services to promote and enhance Downtown's unique assets, to improve conditions for businesses operating in the district, and to improve the quality of life for those who shop, work, live and play downtown.*

