

**FOR IMMEDIATE RELEASE**

February 5, 2019

**Contact:** David Moore

**T:** 478-722-9909 ext. 101

**E:** david@newtownmacon.com

**NEWTOWN MACON ACTIVATES THE OCMULGEE HERITAGE TRAIL WITH FLANNELS AND FROST EVENT**

Macon, GA –On Saturday, February 9, NewTown Macon will host Flannels and Frost, a “wintervention” on the Ocmulgee Heritage Trail. From 3pm to 7pm, Spring Street Landing will be activated with a Winter Market featuring local vendors, music by DJ B3, s’mores, games, and a pop-up library provided by Washington Memorial Library.

NewTown Macon is hosting the event as part of a series to activate the Ocmulgee Heritage Trail during the ongoing interstate construction. Events held at the Ocmulgee Heritage Trail are meant to increase awareness of the trail as a vital recreational asset and encourage Maconites to visit the trail during construction. NewTown Macon won a grant from the Downtown Challenge Fund of the Community Foundation of Central Georgia to host four events on the Ocmulgee Heritage Trail.

“In 2017, NewTown Macon and Bike Walk Macon surveyed residents at the Ocmulgee Heritage Trail and asked what would they like to see on the trail? One of the top answers was special events. We’re working to implement the community’s vision and ideas so residents feel more inclined to visit the trail regularly and appreciate the space more,” says David Moore, Project Manager with NewTown Macon.

Flannels and Frost was inspired by “winterventions” in other urban areas like Chattanooga, TN and Saint Paul, MN. These winterventions encourage urbanites to enjoy public spaces during winter with unique experiences to cut down on social isolation and increase physical activity. For example, during Flannels and Frost, attendees will be able to drink a locally brewed beer in a pop-up igloo or capture a memory in a photo booth carefully curated by 7th Street Salvage. All attendees are encouraged to wear flannel and those dressed as lumberjacks will be entered into a drawing to win a gift card from Travis Jean Emporium.

Attendees are encouraged to park to 815 Riverside Drive, the lot next to Burger King, and ride Ocmulgee Outdoor Expedition’s school bus to the event. This event is free and open to the public thanks to the generous support of the Downtown Challenge Fund of the Community Foundation of Central Georgia.

--

**About NewTown Macon**

For over 20 years, NewTown Macon has led the revitalization efforts of downtown Macon. NewTown’s mission is to attract, leverage, and invest in self-sustaining transformation with the vision of a vibrant and authentic city experience unparalleled in the South. For more information, please visit [www.newtownmacon.com](http://www.newtownmacon.com). NewTown Macon’s headquarters is located at 555 Poplar Street, Macon, GA 31201 and can be reached at (478) 722-9909.

#####