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FOR IMMEDIATE RELEASE

Yakima, WA - Downtown Association of Yakima (DAY) is pleased to announce the appointment of Curt Wilson as its Executive Director.

A native of Washington, Wilson has an extensive background in the creative marketing and promotion of businesses, non-profit event design and management, graphic design, personnel recruitment and performance assessment, and project planning. He also has experience in building construction and renovation, contract negotiation with public entities, and team building.

Joe Mann, President of the DAY Board of Directors, speaks for the entire Association when he says that "...Curt will bring DAY to a new level of operation, and we are excited to have someone of Curt's experience, energy, and enthusiasm to lead DAY into the future."

Most recently Wilson was employed by the Washington State Employment Security Department, where he has held various supervisory and marketing positions since 2009. Prior to that time, he was a senior vice-president for O Bee Credit Union and owned his own marketing firm. He relocated to Yakima during the pandemic and looks forward to continuing the development and implementation of a vision for the revitalization of Yakima's urban core.

When asked why Yakima, Wilson replied, "I've always enjoyed Yakima! It has such a rich history and culture. Yakima is truly ripe for the picking. I am looking forward to partnering with the community to help shape a beautiful and thriving downtown."

Wilson will assume his duties the first week of July 2023.

Downtown Association of Yakima (DAY) is a 501c3 nonprofit dedicated to the revitalization of the downtown core and its historic preservation. As an accredited member of the Washington Main Street Program, DAY promotes Downtown Yakima through Downtown Summer Nights, Sip n Stroll, Small Business Saturday, and a Fall Chalk Art Festival. Through a contract with the City of Yakima, DAY provides maintenance and beautification services, such as trash removal, graffiti abatement, and the care and feeding of the hanging flower baskets and street level planters. The Downtown Yakima Farmers Market is under the umbrella of DAY, which also manages the new Rotary Marketplace.

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