



Community Invited to November 10 Forum for Downtown Battle Creek Transformation

Battle Creek, MI -- October 7, 2010 - The public is invited to an annual update on the Downtown Battle Creek Transformation. The community forum is scheduled for November 10, 2010 from 6:30 p.m. to 8:30 p.m. at Burnham Brook Community Center located at 200 W. Michigan Avenue in downtown.

Attendees must register for the event at <http://bctransformationforum2010.eventbrite.com>.

Battle Creek Unlimited (BCU) and Project 20/20, a community bridging organization, are co-sponsoring the event. The event will include presentations by key transformation stakeholders, discussion groups facilitated by Project 20/20, displays, design renderings and light refreshments. The event is free and open to the public.

Project 20/20 has identified economic development as one of four strategic action issues necessary to build a vibrant Battle Creek. The nonprofit group is committed to accelerate worthy change efforts by gathering advocates, providing feedback, sharing best practices and lessons learned and laying the foundation for broader community support for initiatives, such as the downtown transformation.

In November 2008, Battle Creek Unlimited and private investors announced an \$85 million project to revitalize downtown and establish Battle Creek as a national leader in food science. This ambitious plan leverages current and future investments in food science, technology and education to revitalize the city's downtown. Commitments by the Kellogg Company, Battle Creek Public Schools, the City of Battle Creek, and the W.K. Kellogg Foundation lead the way to transform downtown Battle Creek.

The downtown transformation is comprised of four pillars, which are unique to Battle Creek and strategically planned to support and complement each other: Kellogg Company, food protection industry, education and infrastructure.

The project has been underway for two years and many changes already have taken place in the community. It's BCU and Project 20/20's goal to not only provide information, but to facilitate discussions on where the transformation needs support, understanding, and momentum by joining community leaders, stakeholders, and surrounding neighborhoods.

About Battle Creek Unlimited

Battle Creek Unlimited is the economic development organization that works with the City of Battle Creek to transform and diversify the Battle Creek economy. The organization encourages business formation and investment in technology, coupled with a continuing supply of real estate and infrastructure to support technology workplaces. For more information, visit www.bacunlimited.org/transformation (<http://www.bacunlimited.org/transformation>).

About Project 20/20

Project 20/20 is a "convening" project, focused on facilitating connections between groups and individuals working to improve the Battle Creek Area. Project 20/20 advocates for boundary spanning, collective action by championing ideas and initiatives that move the Battle Creek Area toward excellence. It provides a platform for understanding initiatives and fostering progressive thinking so the community is able to create solutions and identify steps to make a real difference in our community, which makes Battle Creek an even better place to live, work and invest in. For more information, visit www.bcproject2020.com.