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**For immediate release:
Parkside District website launches today.**

Mayor William A. Bell and REV Birmingham, in partnership with the Alabama Power Company, Children's of Alabama and UAB, are pleased to announce the launch of a new website for the Parkside District. parksidebhm.com and [#parksidebhm](https://twitter.com/parksidebhm) are a part of the overall pedestrian-centered plan to encourage city-goers to explore the Parkside District on foot. Mayor William A. Bell is announcing the launch of this website and Parkside promotion at tonight's Barons game.

The site is designed as a hub and connection point for other businesses and attractions in the district and a way to tell the story of the evolving district. "We're not trying to take over the promotion of different venues in the district," said David Fleming, President and CEO of REV. "Rather, we wanted a site that better defined the district for citizens and visitors, and then linked them to all the exciting things already going on in the area."

parksidebhm.com is designed to expand as the district builds out and new businesses such as Publix come online. The site includes a map and other information about what you can find in Parkside today.

Earlier this month, a first phase of street signage began to go up in select locations with more coming. The overall program was developed in coordination with UAB, Children's Hospital and Alabama Power, and the result of an ongoing effort to position Parkside as the hub of a pedestrian friendly downtown.

As Birmingham's city center continues its revitalization, Parkside sits at the heart of downtown Birmingham making it the ideal place to begin an exploration of the City. The district spans more than 30 blocks and is already home to numerous crowd-drawing, award-winning ventures: Railroad Park, Regions Field, Good People Brewery, and the Birmingham Lights railroad underpass lighting projects.

New apartments and businesses in Parkside are coming online quickly creating more activity and excitement. "We saw a need for an organized and unified experience in the area," said Fleming. "Since the addition of Regions Field and Railroad Park, the area has experienced expanded visibility and is seeing an exponential increase in visitation from locals and tourists."

The Parkside vision and action plan is being phased in as the district builds out. By incorporating regular walking into the strategy for growth, community partners are supporting initiatives to guide private sector development, install public improvements and place making elements, continue strategic marketing efforts and plan for parking and safety.

Please visit parksidebhm.com and come downtown this summer. There are a lot of great things happening in Parkside.