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NEWS RELEASE

Contact: Kara de Alvare
Marketing Coordinator, Downtown Holland
44 West Ninth Street, Holland, MI 49423
616-796-0472 | k.dealvare@cityofholland.com
www.downtownholland.com

MEET THIS SUMMER'S DOWNTOWN HOLLAND AMBASSADORS

Holland, MI – Downtown Holland is pleased to announce that their popular Ambassador Program is continuing this summer for the third consecutive year. The Ambassadors can be found strolling the streets of Downtown Holland all summer long in an effort to continually improve the customer experience by ensuring a friendlier, cleaner and safer downtown environment. The Ambassadors can be found downtown seven days a week from now through Labor Day and are easily identifiable with their bright orange shirts and baseball caps.

The Ambassadors work as a liaison between Downtown Holland businesses and the visitors that come to Holland from all around the world. They are tasked with providing maps and directions, escorting customers to destinations, recommending downtown shops and eateries, providing parking information, identifying needs or cleanliness issues and most importantly, sharing a smile and keeping a watchful eye. The Ambassadors are equipped with an iPad, umbrellas, a first-aid kit and more. Ambassadors will also be receiving CPR training.

This summer, seven individuals have taken on the role of Downtown Holland Ambassadors. Three Ambassadors are returning from last summer, and three are new to the team this year. The Ambassadors range in age and background and have come together to be a great welcoming presence in Downtown Holland.

Meet The 2014 Downtown Holland Ambassadors:

Allison DeYoung:

Allison was born and raised here in Holland, and recently moved back after spending several years out of state. Allison is a high school English teacher at Holland New Tech High School. In her spare time, she enjoys running long distance races, reading, baking and spending time with her husband and one-year-old daughter. Her favorite places in Downtown Holland are JP's Coffee and Espresso, Readers World, the Holland Peanut Store, The Blackbird, Teerman's and 8th Street Grille.

Barb Reidberger:

Barb and her husband Glen have raised three children in Holland and they all share a love for Downtown Holland. Although she loves the coffee shops and stores her very favorite places downtown are the green spaces that are home to beautiful plants and landscaping. Barb enjoys traveling, biking and camping with her family, including her five grandchildren. This is Barb's third year as an Ambassador.

Donald Martin:

Donald works for a local non-profit that services the Hispanic community. He is a true Michigander and was born in the Upper Peninsula, grew up on the east side of the state and settled in Holland ten years ago. Donald enjoys running with his dog downtown. His favorite places to visit are Lemonjello's Coffee, Our Brewing Company, Readers World and Subs N More. He speaks fluent Spanish, so feel free to ask him questions en español!

Justen Bowden:

Justen, a returning Ambassador, grew up in the Detroit area and lived in Chicago and Ohio before settling down in Holland in 2010. He has two sons, ages 8 and 5, and enjoys spending time with them at Kollen Park and Peachwave Frozen Yogurt during the summer. A network engineer by day, Justen is also a firefighter for the City of Holland and volunteers with local organizations such as the Red Cross. In addition, he owns a local cookie business called Just Enjoy Bakery.

Kelsey Wylie:

Kelsey is from upstate South Carolina. She is currently a marketing and events intern for the Downtown Holland office and has really grown to love Downtown Holland in her first few weeks here. She enjoys lying out and reading on the beach, playing with her guinea pig, Gary, and cooking and baking for her friends and family. She has an insatiable sweet tooth, so you can easily find her at Kilwin's Chocolates, Peachwave Frozen Yogurt and the Holland Peanut Store.

Paul Van Kolken:

Paul, a former Ambassador, is a Holland native with a long-time connection to Downtown. Paul has been active in the Downtown Holland merchant group for the past 25 years. He is a retired journalist, and currently a volunteer docent at the Holland Museum. He enjoys traveling and visiting with his two daughters and granddaughter.

Rachel Syens:

Rachel was born and raised in Holland. She graduated with a B.A. from Hope College and has recently graduated with a M.A. in Public History from Western Michigan University. Rachel enjoys traveling, concerts, movies, reading and hanging out with her friends and family. She spends much of her time studying downtown at Lemonjello's Coffee and frequents the Curragh Irish Pub for Team Trivia on Thursday nights.

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