



NEWS RELEASE
August 1, 2019

NORCROSS IS LIGHTING UP PURPLE FOR PURPLE HEART WEEK

The City of Norcross to honor recipients of the Purple Heart Medal by lighting up its downtown in purple for the week of Purple Heart Day.

NORCROSS (GWINNETT COUNTY), GA (August 1, 2019) – As an official "Purple Heart City", the City of Norcross will be honoring recipients of the Purple Heart Medal by lighting up purple August 2nd through 11th.

For the week of Purple Heart Day, which falls on August 7th every year, Norcross has wrapped the trees on the center crosswalk of South Peachtree Street in purple lights, as well as installed purple uplighting on their Champion American Elm tree in Betty Mauldin Park. Residents and visitors will be able to see Norcross "lit up purple" each night now through August 11th, and will hopefully be reminded to thank those heroes who have sacrificed for our nation.

The Purple Heart is a prestigious medal awarded to any member of the armed forces who have been wounded or lost under combat conditions. On October 1, 2018, a proclamation was read by Mayor Craig Newton instating Norcross as a Purple Heart City, a designation presided over by the Military Order of the Purple Heart.

"To be a Purple Heart City is to raise awareness and to honor those who are recipients of the Purple Heart Medal," stated Mayor Newton on the occasion. "Norcross would like to recognize these men and women who selflessly served for our freedoms."

Norcross Community Market is also getting into the spirit of the holiday, and has named this Saturday's (August 3rd) market theme in honor of the Purple Heart. In addition to patriotic music, anyone wearing purple will receive a free purple cupcake from the host tent.

For more information on the City of Norcross' Purple Heart City designation, please contact Sonya Isaac at 678-421-2027 or visit norcrossga.net.

###

ABOUT THE CITY OF NORCROSS

Incorporated in 1870, the city of Norcross has been very busy securing a solid standing as both an eco-conscious community and world-class art district in the nearly century and a half since. Voted Gwinnett County's "Best Arts & Cultural Scene" by Gwinnett Magazine, Norcross has become well

known for its unconventional public arts projects. Norcross was recognized by the Atlanta Regional Commission as one of only three Platinum-Certified Green Communities in the region and was named a “Best Green Government” by Gwinnett Clean & Beautiful and “Tree City USA” by The Arbor Day Foundation. The Sustainable Norcross Commission has earned regional applause for its efforts to spearhead the City’s local pro-environment practices. The city’s famed tree canopy, 13 parks and more than 31 acres of beautifully maintained public green space serve as popular gathering spaces for residents and visitors alike. A jam-packed calendar of events and eclectic collection of shops and restaurants serve to keep the historic downtown area bustling year-round. Creative souls from all walks of life are encouraged to “come unwind” and enjoy the positive energy that earns Norcross its reputation as “a place to imagine.”

MEDIA CONTACT:

Pam Ledbetter, Communications & Marketing for the City of Norcross

pam.ledbetter@norcrossga.net

communication@norcrossga.net

[678-407-8820](tel:678-407-8820)