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ONLINE AUCTION
BIDDING OPEN OCTOBER 15-NOVEMBER 15

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Media Release

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DEEPENING OUR ROOTS

Leadville MainStreet announces online auction event to enhance planter box program

(LEADVILLE, CO) Customarily, the Leadville MainStreet office is busy preparing for a live auction fundraising event this time of year. But, as with many other events, circumstances have caused the organization to think outside of the “planter” box. This year’s fall event will have a different spin in the absence of a large live auction. The organization has planned an online auction to deepen its roots and grow its planter box program. The event has been named Leadville in Bloom.

The auction will include three categories:

1. Upcycled/repurposed planter boxes to own and keep.
2. Sponsorship of the traditional boxes located on Harrison Avenue (formerly the Planter Box Program).
3. Location rights to the planter boxes.

The first category will allow Leadville patrons to bid and own planter boxes that have been reimagined just for the event. Leadville MainStreet is supplying old, retired planter boxes as the base material. Community residents will provide creativity and inspiration. These creations will then be offered for bid in the silent auction, and the winning bidder will be allowed to take them home.

The other two components of the Leadville in Bloom online auction fit together. Sponsorship of the iconic planter boxes that line Harrison Avenue will be up for grabs, and auction bidders will also be able to bid for the opportunity to choose the location of the planter in the Harrison Avenue district. The highest bidders will be able to select the best sites.

This event reinforces Leadville MainStreets’ commitment to beautification, historic preservation, and revitalization of public areas in and around downtown Leadville.

If you are interested in repurposing a planter box to be included in the auction, you are encouraged to contact the Leadville MainStreet auction as soon as possible. Completed boxes need to be ready for the event before October 11.

Bidding for all the categories will open on October 15 and run through November 15. Watch the Leadville MainStreet Facebook page for details on how you will register and place your bid online. The Leadville in Bloom online auction will use the website 32auctions to host this year’s event. The 32auctions site provides updates, so you’ll easily be able to stay informed of the status of your submission.

Questions about the event should be directed to the Leadville MainStreet office by phone at (719) 398-3132 or by email at mainstreet@lakecountyedc.com

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