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**Sussex County Community College Design Students Spruce Up Spring Street**

*KKPR Launches The Looking Glass Project, a Revitalization Project for Main Street Newton*

**Newton, NJ (March 3, 2010)**- KKPR Marketing & Public Relations announces the launch of the *Looking Glass Project*, a month-long window design project that creates a new canvas for the design students of Sussex County Community College, as well as an awareness of the Main Street Organization and the businesses of Spring Street.

The project, which was given to Sussex County Community College (SCCC) design program students in February, will afford the students an opportunity to get hands-on design experience, working with the owners of Spring Street businesses.

The students, a combination of two different classes, have been assigned a store-front window and as a part of their grade, will create a compelling window design to help promote the business they are working with.

The Looking Glass Project, which will unveil on Spring Street on April 1<sup>st</sup>, will be an overhaul of the business windows – existing and empty - adding new life and excitement to street. Throughout the month of April, the community can vote for their favorite store-front window by stopping in any of the participating retailers. When consumers vote for their favorite window, they will receive a 15% off coupon, redeemable at any of the participating retailers.

On April 30, the votes will be tallied and the winners, SCCC design students, will be awarded a monetary prize the following day at the awards event, which will be held on the Town Green from 3pm to 6pm. Tickets, \$5, can be purchased online at [www.kkmpr.com/lookingglass.html](http://www.kkmpr.com/lookingglass.html) and will get you admission to the event, free music, a 15% discount at Andre's or JC's Grill House, and light refreshments.

"It's such a great project for the community," said Katrina Foster, President & Founder of KKPR Marketing & Public Relations. "It gets everyone involved and it's good not only for the businesses on Spring Street, but it's also a great opportunity for the students at the college. I am proud that my agency is spearheading this project with the support of Main Street Newton and our sponsors, including Newton Memorial Hospital, Comcast, New Jersey Herald and the Sussex Skyhawks – we most certainly couldn't have pulled it off without them."

Another facet to the project is the scavenger hunt, which will have clues that will pull consumers through all the participating retailers, nudging them to look at all the windows before making a selection, and giving them an opportunity to win a pair of tickets to the opening night at the Sussex Skyhawks Stadium, as well as dinner for two at Andre's and a pair of tickets to a Sussex County Community College Performing Arts Center performance.

For more information on participating businesses, or how you can get involved, please call 570.296.2333.

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#### **About KKPR**

Based in the heart of Milford, PA, KKPR is an innovative marketing and public relations agency, which started under the principles of being distinctive in a perpetually changing market place. Providing its clients with top-notch service and bottom-line oriented results, KKPR offers a wide array of services in the increasingly diverse field. For more information, please visit [www.kkmpr.com](http://www.kkmpr.com).