



The Miracle Mile ° The Over-the-Rhine Foundation ° 1317 Main Street ° Cincinnati, Ohio 45210

**For immediate release**

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## **Over-the-Rhine Prepares to Bloom Again with Miracle Mile Flower Boxes**

CINCINNATI, OH – Spring cleaning in Over-the-Rhine includes planting and refreshing the window boxes that comprise The Miracle Mile project. Created in Spring 2001 following the April public disturbances and rooted by city council member, Jim Tarbell and Jay Korte, owner of Flower Framers located in Cincinnati, this project lines the facades of Over-the-Rhine buildings with blooming window boxes painted to match the historical palette of the neighborhood's architecture.

To date, there are nearly 2,000 feet of window boxes throughout Over-the-Rhine. Beginning in May, workers will be busy planting and preparing the window boxes for the summer season. New boxes are planned be added pending fundraising efforts currently in progress. “The results were instant. By filling our city's oldest streets with fresh, flowering window boxes, a feeling of well-being and warmth greets those who live, work and visit Over-the-Rhine. The project has been successful in drawing attention to the area and inspiring the continued work of restoring this vital Cincinnati neighborhood,” says Jim Tarbell.

Jay Korte, owner of Flower Framers, manufactures the window boxes made of fiberglass and fits them with a self-watering irrigation drip system to ensure healthy plants during hot summer months. Jay is a strong supporter of urban renewal and revitalization, and lives in Kennedy Heights with his wife and six children. His vision is to make Cincinnati into a “City of Flowers” that reflects our city's German gardening history dating back to 1800s when the Winton Place area, known as Wooden Shoe Hollow, was the gardening district of the city settled by immigrants. They settled in Over-the-Rhine and the areas surrounding downtown because of the rich soil and the topography reminiscent of their homeland along the Rhine River in Germany. This rich European heritage was Jay's inspiration for bringing back charming window boxes to the heart of the city's original urban neighborhood.

For information on the Miracle Mile, contact the Cincinnati Over-the-Rhine Foundation at 513-721-1317 or visit the **Miracle Mile page** on the Over-the-Rhine Chamber of Commerce Web site at [www.otrchamber.com](http://www.otrchamber.com). This project is managed by Flower Framers by Jay who can be contacted directly at 513-321-7001.

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