



# City of Grover Beach

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**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**  
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## **Grover Beach Hosts Block Party on West Grand Avenue to Celebrate Construction Completion**

GROVER BEACH, Ca. - The City of Grover Beach will be celebrating the new enhancements of West Grand Avenue by hosting a construction completion party on **Thursday, October 7 from 6 p.m. to 8 p.m.** with entertainment, prizes, discounts and giveaways at participating stores.

The "**Grover Beach Walk Celebration**" will feature local vendors, food, artwork, dancers and a DJ. There will be entertainment for all ages, including a bounce house for children. Guests will receive a "passport" to take to participating stores to receive stamps for a chance to win prizes. Stores and restaurants will also be giving away samples or offering discounts during the event.

*"The new Beach Walk will be a beautiful welcoming to the city's beach as well as downtown areas. The Beach Walk will allow locals and tourists to leisurely stroll along the 'beach shoreline' and enjoy shopping and dining,"* said Mayor John Shoals.

The event will showcase West Grand Avenue's new improvements, which include pedestrian-friendly decorative sidewalks and crosswalks, new landscaping, benches, and decorative street lights. The enhancements were done to increase pedestrian traffic and to attract tourists to the area, revitalizing the West Grand Avenue entrance. The new look was inspired by the City's beautiful beaches and sand dunes. Sidewalks and crosswalks were painted to look like waves lapping onto the beach, making the walk down West Grand Avenue a unique experience.

The block party will take place on West Grand Avenue between 4th Street and the railroad tracks. Both sides of the street will be open to traffic during the event, and guests can park on side streets, as well as in the parking lots of participating businesses.

*"I do think that people are ready to put us on their map. I expect sales to go up from here on out and look forward to more shop owners moving to this area,"* said Amanda Powers, owner and designer at Shell Beach Floral Design.

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