

# WALLINGFORD, CENTER, INC.

## PRESS RELEASE

**June 3, 2020**

At last night's Board of Director's meeting, after hearing from Executive Director Liz Landow, it was unanimously decided to cancel the annual Celebrate Wallingford festival that was to have taken place on October 3<sup>rd</sup> and 4<sup>th</sup> of this year.

"I have had a long conversation with Steve Civitelli, Wallingford Health Director, and he explained how it would be impossible to enforce the regulations that will still be in place to deal with the spread of COVID-19. We were so looking forward to it, but the logistics issues were too much to overcome," stated Liz Landow.

One obstacle was that the necessity to space restaurant, business, civics and crafter tents sufficiently far enough apart to maintain social distancing between vendors would have reduced the number of available locations considerably. An even more insurmountable problem was that there was no way to control access to the festival site. The anticipated coronavirus regulations, such as the requirement to wear masks and maintain a 6-foot social distance between attendees, were seen as impossible to enforce.

"You can enter Celebrate Wallingford from dozens of locations. If there is a requirement to check everybody's temperature as they enter, for instance, such a precaution would be unmanageable," added Landow. "In the end, keeping everyone healthy and safe, which is obviously our top priority, was going to be unachievable, so our only option was to cancel."

All payments made by vendors to WCI will be returned to them within two weeks. "As the lockdown progressed over the past two months, we began to see that Celebrate Wallingford might be a casualty of the pandemic. All checks we received from vendors will be returned to them as soon as possible," said a disappointed Landow.

WCI has just completed a restaurant promotion to encourage people to patronize the take out options of Wallingford restaurants through a gift card raffle, whose winners are to be announced next week. The organization is planning a second promotion to include hair salons, barber shops and similar service businesses in order to draw people to the town center and its many small businesses.

*Wallingford Center, Inc. is a nonprofit organization whose mission is to promote and maintain the viability and vitality of Wallingford's town center. Additional information is available from Liz Landow, who can be reached at 203-284-1807 or at [lizlandow@wallingfordcenterinc.com](mailto:lizlandow@wallingfordcenterinc.com).*