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TELLING TALES IN THE CITY

Cleveland, Ohio - What if the streets of Cleveland could talk? What tales would they tell you about the people that walked upon them, the buildings that stand next to them and the events that occurred on them? Now, you can learn those stories, courtesy of the new Cleveland digital walking tours company CityProwl Cleveland, found at www.cityprowl.com. The tours are downloadable to an .mp3 player or telephone.

“The tours are free and last about a half-hour”, says CityProwl Cleveland founder Jennifer Coleman. “I wanted them to be easy for either Clevelanders or visitors to the city to be able to take the tour based on their schedule, not a tour guide’s”. Coleman, a local architect, created CityProwl Cleveland to get people aware of the great stories and places in Cleveland so that they can become passionate ambassadors for the city. The newly-launched website has the first downtown tour available now with more tours available in the next weeks and months. Coleman will initially focus on the downtown area, and then expand into Cleveland’s neighborhoods. She also plans to take the concept to other mid-size cities. She is also working with clients who wish to develop audio tours and narratives for specific audiences.

Although launched in July, CityProwl Cleveland has already received local and national attention. Civic Strategies, Inc., an Atlanta-based public policy planning firm, is impressed. The company wrote in its July newsletter, “What makes [CityProwl] so appealing is the young architect’s obvious enthusiasm for Cleveland’s streets and buildings.” That enthusiasm also compelled the Civic Innovation Lab to award Coleman a \$15,000 grant to help develop the company. The Lab, funded by the Cleveland Foundation, offers mentorship, training, and funding for ideas that have a measurable economic impact on the Greater Cleveland community.

About CityProwl

By using the latest personal communications technology and combining it with a classic way to view the city, CityProwl reframes walking tours for the 21st century and promotes an awareness and appreciation of the urban environment through direct interaction.

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If you would like more information on this topic or wish to schedule an interview with Jennifer Coleman, please contact her at 216.235.2023 or send an email to jennifer@cityprowl.com.