

Wear Woodward proud

Shirts, books, posters help development projects

By EILEEN McCARVILLE
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For those revved up about Woodward Avenue, Woodward Avenue Action Association offers an array of merchandise bearing WA3 logos.

Featured are hats, shirts, tote bags, coffee mugs, coasters, posters and an historic book, "Cruisin' the Original." There's even stuff for kids and babies.

Original artwork showcases Detroit memorabilia and landmarks like classic cars, the Fox Theatre and more.

On the Web

- Woodward Avenue Action Association merchandise: www.woodwardavenue.org
- 200th Anniversary Celebration festivities: www.woodwardavenue.us

To order merchandise, go to www.woodwardavenue.org and click the link to the Woodward Store.

T-shirts are available in all sizes, both short-sleeved and long-sleeved.

The merchandise "really brands Woodward as a destination from

the cultural and historic side," WA3 Executive Director Heather Carmona said. "It really is a brand recognition that conjures up an image, kind of like Route 66."

The online store was launched in December. "This is something that's being used to tell the unique story of Detroit and a destination," she added. Funds from the purchases are invested back into WA3 and go toward further business and economic development of the Woodward corridor, which stretches 27 miles between Detroit and Pontiac and embraces several communities. Woodward was designated a National Scenic Byway in 2002.

"We're not making any money," said Carmona of the nonprofit organization. "We're fueling further development."

The store is only one of the activities and programs generated by WA3. A list of upcoming events, including the 200th Anniversary Celebration, may be accessed through a second web site, www.woodwardavenue.us. There are 150 events throughout the year, Carmona said, in addition to the big ones like the Dream Cruise, Arts, Beats and Eats in Pontiac, and the Jazz Fest in Detroit.



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Heather Carmona, executive director of the Woodward Avenue Action Association, shows some of the Woodward-branded merchandise.