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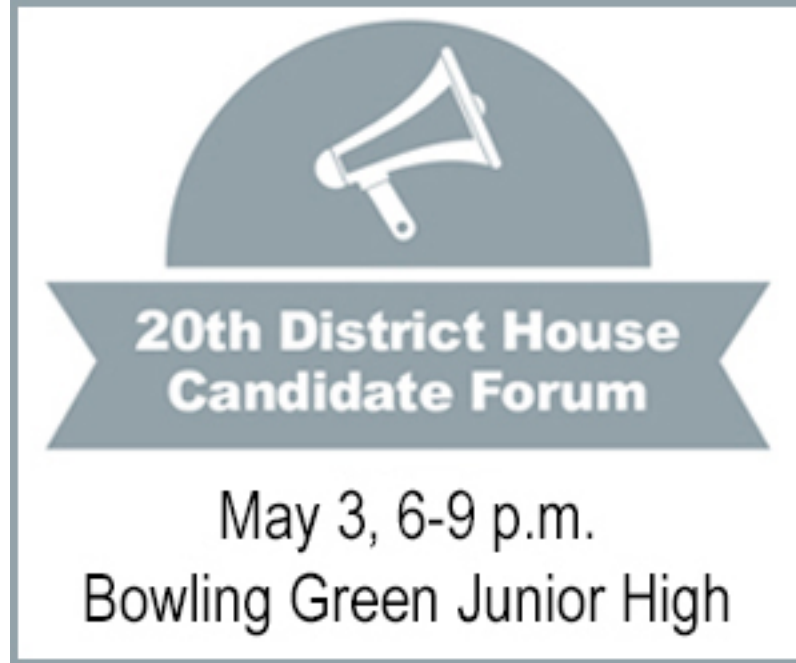
WKU students plan street fair to bring college students downtown

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A group of Western Kentucky University students hopes to attract more university students to downtown Bowling Green with a pop-up street fair Saturday.

Eli Glancy, a senior studying public relations, said he and his classmates want to use the event to kick off their Rue de la Rouge campaign, which has the goal of building a cultural bridge between WKU and downtown Bowling Green.

The event will take place at 4 p.m. Saturday on Center Street near WKU's Augenstein Alumni Center. The event will include several vendors such as the Hope House Ministries thrift shop.



For Glancy, the event is about integrating WKU students into the Bowling Green community. He said many students don't feel motivated to go downtown and instead stick around campus or go home for the weekends.

However, he said he hopes the street fair will leave an impression on students and show them what Bowling Green can offer.

The event is being held in conjunction with Mayhem, a concert hosted by WKU's Revolution 91.7. The concert will begin at 6 p.m. at the SOKY Marketplace according to a news release, and headliners include J Roddy Walston and The Business and The Josephines.



Glancy said organizing the event and campaign has also allowed WKU public relations students to hone their communications skills.

Kenneth Payne, an associate professor of public relations, agreed and said in a news release that the fair will allow students to get to know Bowling Green.

“This is a great opportunity to encourage students to explore downtown Bowling Green,” he said. “This campaign can help create a cultural bridge that the downtown Bowling Green community needs.”

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