Downtown Seneca to celebrate summer solstice

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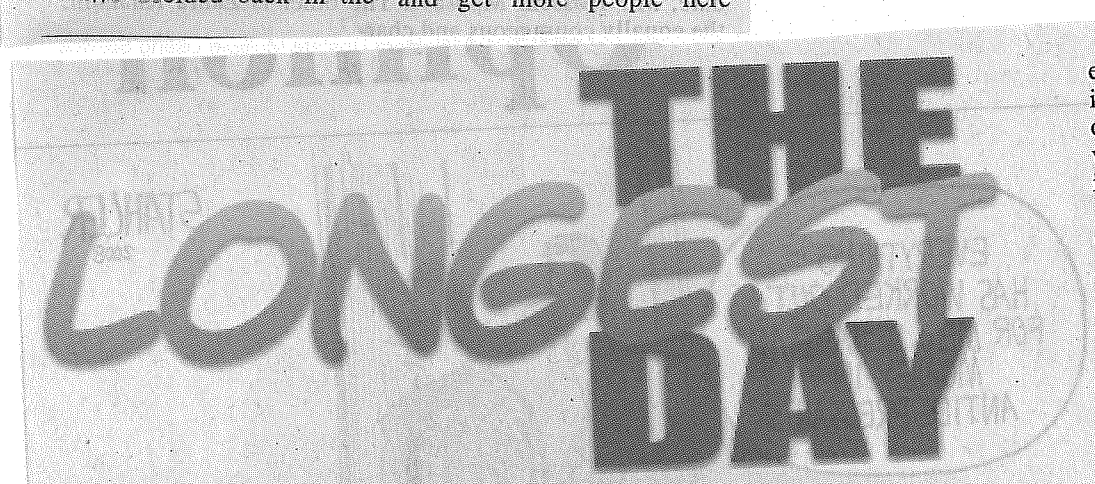
SENECA — The Downtown Seneca Merchant Association is making an extra effort to increase interest in the city by adding a first-ever event.

Gloria Arnold, member of the association and wife of the organization's president, David Arnold, said members were looking to come up with an event that filled the void between the popular Downtown Go'Rounds, the next of which is scheduled for July 17.

"We decided back in the spring to try to do something on one of the off months when we don't have Downtown Go 'Round," Arnold said. "We decided to do it on the longest day of the year, June 20."

The event, aptly titled "The Longest Day," will be held Saturday on Ram Cat Alley in downtown Seneca. Festivities will kick off at 5 p.m. and last until 8:30 p.m. and will feature the Fabulous City Street Band and entertainment for children in the form of Buttons the Clown.

"We're trying to promote the downtown Seneca area and get more people here to see what it's all about," Arnold said. "Most people think downtown is on the 123 Bypass. That is Seneca, but that's not downtown Seneca."



There will be food vendors lining Ram Cat Alley to provide a variety of refreshments at the event, and restaurants and shops in the area will be open, some of which will be sporting specials to entice passersby. The event is being funded by the city of Seneca's HAT tax money, which is used to promote tourism in the area.

Ram Cat Alley will be completely blocked off for The Longest Day celebration.

Arnold said the inaugural event in between "Go 'Rounds" is somewhat experimental and is being held to gauge what level of interest such a celebration can drum up.

"We're just going to see how it goes. You probably won't see another like that this year," Arnold said.