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North Fourth Avenue Merchants Association -a storied past.

Since its founding in 1983, the North Fourth Avenue Merchants Association (FAMA) has been a driving force behind positive change in the Historic Fourth Avenue District. As a nonprofit organization, FAMA is dedicated to the growth and development of the businesses and communities within the district. In 2016, during the avenue's centennial year, FAMA played a pivotal role in successfully nominating the Fourth Avenue Commercial Historic District for inclusion in the National Register of Historic Places. Today, this vibrant commercial corridor is home to over 140 locally owned boutiques, bars, and cafes, many of which are proudly situated in historic buildings.

Being on the National Register of Historic Places helps preserve these important historical resources and fosters the stories of the people who lived, worked, or built in the area.

One such story is that of Mike Haggerty, affectionately known as "The Mayor of 4th Avenue." In 1972, Mike and his wife, Mimi Haggerty, opened Piney Hollow Jewelry, a family business that they ran with their daughter, Shannon Haggerty Harrison, until 2008. For much of that time, their store was located in the heart of the Fourth Avenue shopping district. Beyond his role as a business owner, Mike served as the Director of the North Fourth Avenue Merchants Association from 1986 to 1988.

Mike's contributions to the district were honored in 2013, when the former Winsett Park was re-dedicated as Mike Haggerty Plaza in his memory, following his passing in 2012. The plaza, located in the heart of Fourth Avenue, serves as an outdoor stage for community-centered activities and events hosted by FAMA. Owned by the City of Tucson and leased to FAMA, the space hosts annual events such as the Trick or Treat Costume Contest, biannual Street Fairs, 4th Ave Unplugged, Public Living Rooms (a new initiative in collaboration with community-building organizations worldwide), and other small community events throughout the year.

From its early days, FAMA has worked tirelessly to ensure that Fourth Avenue remains a vibrant and essential destination for both locals and visitors from around the world. Today, after decades of dedicated service, FAMA continues to champion the growth of the district by promoting civic, social, cultural, and artistic programs designed to enhance the community's function and aesthetic appeal.

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