



Contact Tom Gerend, Executive Director
Telephone 816-859-7040
Email tgerend@kcstreetcar.org
Website www.kcstreetcar.org

FOR IMMEDIATE
RELEASE
March 3, 2015

KC STREETCAR AUTHORITY LAUNCHES COMMUNITY LICENSING PROGRAM

Kansas City, MO, March 3, 2015– The Kansas City Streetcar Authority (KCSA) officially launches its Community Licensing Program this week and welcomes RAYGUN (*1803 Baltimore Ave, KCMO*) as the first vendor of officially licensed KC Streetcar apparel.

“We are thrilled to be partnering with RAYGUN and other downtown businesses to creatively and jointly promote the coming streetcar. This community program leverages and supports our amazing local talent and is a clear win-win for all involved,” said Tom Gerend, KCSA Executive Director.

The KC Streetcar Community Licensing Program provides the opportunity for local businesses and artists to license the KC Streetcar brand free of charge to create and sell KC Streetcar products. The Community Licensing Program also provides an additional creative outlet for Kansas Citians.

“When we were looking to expand RAYGUN into Kansas City back in 2013, the proposed streetcar project was one of the things that attracted us to the Crossroads district,” RAYGUN’s owner Mike Draper explained. “Rail projects not only look nice and welcome use, they also convey a sense of permanence for people looking to invest in an area. We’re happy to see the streetcar coming and happy to be a part of it.”

RAYGUN’s KC Streetcar t-shirt will be available for purchase at their Crossroads store beginning on Friday, March 6th, 2015. **Additional information on the KC Streetcar Community Merchandising Program can be found under the “Media” tab on streetcar website, www.kcstreetcar.org.**

The KC Streetcar is a modern system currently under construction in downtown Kansas City, Missouri. It is anticipated to open to the public in early 2016.

###

If you would like more information about this topic, please contact Tom Gerend, Executive Director of KC Streetcar Authority at 816-859-7040 or email at tgerend@kcstreetcar.org.