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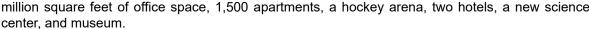
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## 'The Economy is on Fire': Allentown Featured in New **York Times**

By Paul Muschick

LEHIGH VALLEY - The New York Times published a lengthy profile of how Allentown is bursting with new housing, offices, and entertainment venues, describing it as "an increasingly attractive alternative to those seeking a more affordable, relaxed lifestyle while still being in driving proximity of New York City and Philadelphia."

Headlined "Allentown, Pa., a Former Industrial Town Reborn," the Aug. 27 profile highlights how developers have invested more than \$1 billion in the downtown over about the last decade, including 1.3



center, and museum. Allentown is the largest city in the growing Lehigh Valley, a region of more than 708,000 people

with a diversified \$56 billion economy that's driven by manufacturing and supporting historically high

employment. The article points out that large corporations including PPL Corp., Mack Trucks, Air Products, and ADP "conduct a sizable portion of their business" in the region.

dent of City Center Group that has done much of the development, told The Times.

The article shared information and data about Allentown's history, businesses, schools and colleges, extensive parks system, transportation network, and variety of housing and neighborhoods.

"Beyond the concentrated downtown area, older homes on tree-lined streets fill the West End, while more modest ranches and Cape Cods climb the sloping streets of the East End. The once industrial Lehigh River waterfront has also begun being redeveloped," the article said.

Key Allentown attractions called out include Archer

Music Hall, Da Vinci Science Center, Allentown Art Museum, Civic Theater, Miller Symphony Hall, Great Allentown Fair, PPL Center, Lehigh Valley Phantoms, and Lehigh Valley IronPigs.

The article highlighted the plethora of small local businesses as well, from iconic names such as Yocco's, Youell's Oyster House, and Hamilton Family Restaurant to La Placita, Sarandonga Latin Bistro, and Queen City Realty.

The New York Times article is the second round of national attention that Allentown has garnered recently. It follows the 18104 ZIP code, which includes west Allentown and several suburbs, being ranked as one of the hottest in the nation for home sales by Realtor.com®.

