

# Downtown Scranton businesses target healthy living



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With the some of the hottest temperatures of the year so far in the forecast, Scranton officials are singing a familiar refrain of the summertime blues: Where have all the lifeguards gone? Too few lifeguards to fully staff all four of the city's pools is (read more)

City council exploring

BY JIM LOCKWOOD, STAFF WRITER / PUBLISHED: JULY 18, 2019

SCRANTON — Scranton Tomorrow, coordinator of the Electric City Classic bicycle races Aug. 24-25, began a social-media campaign to highlight downtown businesses with a different healthy lifestyle theme each week leading up to the event.

The inaugural event starts Aug. 24 with the Electric City Criterium “crit” race on a course downtown, followed Aug. 25 by the Electric City Hill Climb on the steep cobblestone section of Olive Street in the Hill Section.

The nonprofit Scranton Tomorrow, a downtown economic-development organization, announced it will post on [Facebook](#) and [Instagram](#) examples of how members of the business community support health and wellness daily.

The weekly healthy lifestyle themes include:

- Self Care, July 15-21: hair, nail and skin care regimens.
- Express Yourself, July 22-28: art studios, tattoo parlors and clothing boutiques.
- Visitor, July 2-Aug. 4: parking, hotels and local attractions.
- Food and wellness, Aug. 5-11: eateries and health-conscious menu choices.
- Mindfulness, Aug. 12-18: mental health through team-building exercises, meditation, aromatherapy and problem solving.
- Physical health, Aug. 19-25: gyms, clinics and more.

The goals of the inaugural race event include trying to connect with a younger demographic and drawing large numbers of participants and spectators to make the event a big economic driver for the downtown, said Scranton Tomorrow President Joshua Mast.

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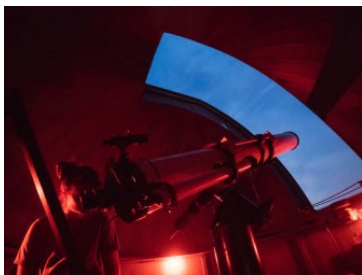
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City council may consider scrapping an employee residency requirement in the process of revising one of Scranton's governing documents. Residency rules spelled out in Article III of the city's Administrative Code require new employees to move to Scranton (read more)



## City council, waiting on legal opinion, likely will look to end Northeast Revenue contract

City council likely will look to terminate Scranton's contract with Northeast Revenue Service — the firm implicated in a pay-to-play scheme involving disgraced former mayor and admitted felon Bill Courtright. Scranton solicitor Jessica Eskra has been re...



## A night under the stars at Keystone College observatory

Keystone College's Thomas G. Cupillari '60 Observatory near Fleetville continued its popular summer series Monday night. People who attended heard a talk about globular clusters — spherical groups of stars — by Karen Kalinowski and were able to observe th...

"We're trying to tie the businesses into it however we can," Mast said of the six-week promotional campaign.

The organization's social media posts for this week's theme of Self Care have spotlighted The Beauty Mark and Salon a Go Go, both on Spruce Street, RD Salon & BlowDry Bar on Penn Avenue, Alexander's Spa & Salon on Lackawanna Avenue and The Color Bar Salon on Franklin Avenue.

To participate, downtown business owners should contact Victoria Pennington at [scranton2morrow@gmail.com](mailto:scranton2morrow@gmail.com).

For more information on the organization and race event, see [scrantontomorrow.org](http://scrantontomorrow.org) and [electriccityclassic.org](http://electriccityclassic.org).

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