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Help choose a name that is Whyte up your alley

May 3, 2017

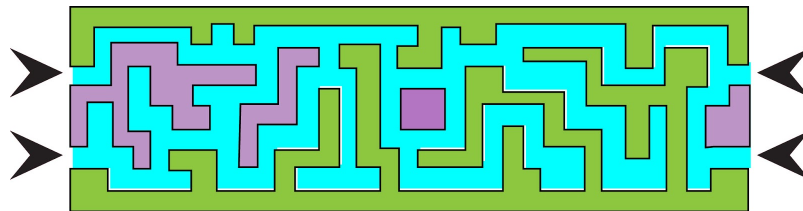
CITYlab, in conjunction with the Old Strathcona Business Association and the Edmonton Naming Committee, are hosting a [Name That Alley](#) competition to choose the name for a pedestrian alleyway on Whyte Avenue. Submit your naming idea and your name could go down in history!

In the Summer of 2015, City Council voted to turn the alleyway on the north side of Whyte Avenue (between 104 Street and 105 Street) into a public plaza. Together, Edmontonians gave the space a fun face lift with a colourful paint job. The alley became a place to stop, linger and engage. It's been such a success we thought it deserved a name, and are asking Edmontonians to submit their ideas.

The perfect name might reflect a memory you have of the alleyway or the neighbourhood. It could be something that reminds you of the alley, or what you hope it will mean to your community. The name could honour a special Edmontonian or a historical event.

Submitted names will be shortlisted by the Old Strathcona Business Association, and the winning name chosen by the City of Edmonton's Naming Committee in summer 2017. Submissions will be open until May 18th. More information and submission rules can be found [here](#).

As part of the fun, we are giving the alley a fresh new look. So, weather permitting, come down and check out the a-MAZE-ing new look on Saturday, May 6th.



Concept for Alley Labyrinth

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