



FOR IMMEDIATE RELEASE

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230, FLIRTY AND THRIVING: DESTINATION CLEVELAND INVITES LOCALS TO CELEBRATE CLEVELAND'S MILESTONE BIRTHDAY

Destination Cleveland commemorates 230 years since the city's founding with city-wide efforts

CLEVELAND (July 21, 2026) – To commemorate Cleveland's founding 230 years ago, Destination Cleveland is inviting Clevelanders to celebrate. The community-wide efforts are designed to reflect Cleveland's vibrant identity while honoring the diverse people and communities that have shaped the city's past and continue to define its future.

Celebrating at the Script Signs: The iconic [Cleveland Script Signs](#) at Edgewater Park, North Coast Harbor and Euclid Beach Park have been crowned with oversized birthday hats through July 26. Residents are encouraged to join the festivities by snapping photos and sharing on social media with #TheLandForLife.

Brag Button at Wade Oval Wednesday: Clevelanders are invited to celebrate The Land's birthday with a brag. The large-scale [Brag Button](#) experience will be set up at Wade Oval Wednesday on July 22 from 5:30 to 8:30 pm, inviting locals to share what they love about the city. Participants can choose their topic or spin the wheel to receive a Cleveland-themed prompt, then step on the button and "brag" about Cleveland for 30 seconds – from favorite food spots to what makes the city unique. Participants are rewarded with a Cleveland-branded swag kit to keep sharing their pride and bragging about The Land long after the experience ends.

All-New Illuminate CLE Show: Destination Cleveland will debut a new [Illuminate CLE](#) show on July 22, coinciding with Cleveland's 230th birthday. Entitled "Welcome Home," it was conceived and directed by local artist [Jasmine A. Golphin](#) and is a full celebration of Cleveland. The second full show since Illuminate CLE debuted in April 2025 combines dynamic lighting, projections and locally produced music, transforming Public Square while highlighting the diverse people, places and creative influences that make the city whole. "Welcome Home" spans three acts and features three distinct genres of Cleveland-made music:

- **Act One:** An original orchestral score composed by Other Animal gradually builds energy across the square.
- **Act Two:** Featuring "Hot Stuff" by Brood X, the act celebrates Cleveland's rock 'n' roll roots with high-energy visuals and projections.
- **Act Three:** Featuring "Cleveland Bop" by Sound On Tape, the act invites audiences to dance while emphasizing community, connection and celebration.

The new show will debut with a special showing at 9:30 p.m. Wednesday, July 22, following Downtown Cleveland's [Public Square Concert Series](#). After the initial debut, single acts will run every 20 minutes from dusk until 11 p.m. through Labor Day. Following Labor Day, timing will switch to every 30 minutes.

230, Flirty and Thriving: Looking for more ways to celebrate? Destination Cleveland's [230, Flirty and Thriving](#) blog offers ideas for Cleveland's birthday and beyond. The blog features an itinerary for celebrating The Land's milestone in style.

B-ROLL & INTERVIEW OPPORTUNITIES

Media are welcome to capture b-roll or interview a Destination Cleveland spokesperson during the opportunities outlined above. See below for specific details, and please contact Jen Blye with any questions or to schedule interviews: 585.749.8415 or jblye@destinationcle.org.

Script Sign birthday hats: Through July 26 at Edgewater, Euclid Beach and North Coast Harbor signs

- Media are welcome to capture b-roll at any time while the hats are on display. The locations can also be used for live shots.

Brag Button Experience: Wednesday, July 22, from 5:30 to 8:30 p.m. at Wade Oval Wednesday

- A Destination Cleveland spokesperson will be available onsite from 5:30-8 p.m. Please contact Jen if you plan to send a crew and would like to schedule an interview.

Illuminate CLE 2.0: Wednesday, July 22: full show runs at 9:30; after that, a single act will play every 20 minutes from dusk until 11 p.m. every night

- A Destination Cleveland spokesperson is available for interviews prior to 5 p.m. on Wednesday and throughout the day on Thursday. Please contact Jen to schedule an interview.

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ABOUT DESTINATION CLEVELAND: Destination Cleveland is Cleveland's destination marketing and management organization. The private, non-profit organization's mission is to stimulate economic growth by attracting people and connecting them to experiences that illustrate Cleveland's diversity, creativity and contagious passion. In 2024, visitation increased for the fourth straight year to 18.6 million visits, with visitor spending infusing a record-high \$6.9 billion into the local economy. For more information, visit www.thisiscleveland.com