

West Greenville gets new name, holds celebration

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Sidewalks on Pendleton Street are pressure washed on Wednesday, July 24, 2013. / Heidi Heilbrunn/Staff

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West Greenville is getting a new name and identification, yet again. What was formerly the Pendleton Arts District and then the Far West End is now officially being called the Village of West Greenville, and the village is holding a celebration Friday.

West Greenville Business Association representatives will unveil the new Village brand and website and logo during First Friday activities.

In addition, ASADA is celebrating their one-year anniversary with a party and fundraiser for Rice Bowls, a nonprofit that provides healthy meals to kids in need. The local food

truck will be serving tacos alongside Neue Southern Food Truck, Chocolate Moose, and Kona Ice.

But the evening will also include activities for people to participate in. Susan Zaglin of "Salsa Greenville" will also be offering salsa dance lessons, and Matt Grimmet and Cooper Baker will be playing live music. In addition, Adam Schrimmer and Grey Thompson will be live painting during the event.

Check out the festivities in the parking lot across from Village Studios at 1278 Pendleton St.