

# DOWNTOWN L.A. GIFT HUNT GUIDE



## PLAY THE DOWNTOWN LA HOLIDAY GIFT HUNT

Discover Downtown LA on foot through an "Amazing Race" style game. Play our trek on **SCVNGR** to find **unique gifts** and **instant rewards** at each stop, plus **a chance to win the grand prize** – a memorable weekend stay for two at the historic Millennium Biltmore Hotel with an Afternoon Tea for Two, plus dinner for two at Café Pinot!

## TREK STOPS

### 1. LA PHIL STORE

Instant Reward: FREE collectible Walt Disney Concert Hall pen  
(213) 972-3440 / [laphilstore.com](http://laphilstore.com) / 131 S. Grand Ave.

### 2. MOCA MUSEUM STORE

Instant Reward: FREE collectible exhibit catalogue  
(213) 621-1710 / [mocasore.org](http://mocasore.org) / 250 S. Grand Ave.

### 3. ROSS CUTLERY

Instant Reward: 20%-off coupon for your next sharpening service  
(213) 626-1897 / [rosscutlery.com](http://rosscutlery.com) / 310 S. Broadway

### 4. NEIHULE SALON

Instant Reward: \$15 off any hair service and  
\$5 off any nail service  
(213) 623-4383 / [niehule.com](http://niehule.com) / 607 S. Olive St.

### 5. THE LIBRARY STORE

Instant Reward: FREE Vapor bottle with your purchase of \$40  
(213) 228-7550 / [lfla.org/store/](http://lfla.org/store/) / 630 W. 5th St.

### 6. THE SHOP @ THE STANDARD, DOWNTOWN LA

Instant Reward: 25% discount coupon  
(213) 892-8080 / [standardculture.com](http://standardculture.com) / 550 S. Flower St.

### 7. MACY'S

Instant Reward: FREE in-store makeover and gift  
(213) 628-9311 / [macys.com](http://macys.com) / 750 W. 7th St.

### 8. FIDM MUSEUM SHOP

Instant Reward: 20% off your purchase  
(213) 623-5821 x2240 / [fidmmuseumshop.com](http://fidmmuseumshop.com) / 919 S. Grand Ave.

## PARKING

### P1. GRAND CENTRAL

(213) 624-2378 / 317 S. Broadway  
Daily Max \$10 (all week), 9am-6pm

### P2. PERSHING SQUARE

(213) 473-5556 / 532 S. Olive St.  
\$1.93/hour, Daily Max \$15.40  
\$6.60 Weekend flat rate

### P3. MACY'S PLAZA

(213) 628-2636 / 750 W. 7th St.  
\$28 after 2 hours, FREE for up to 3 hours with purchase



## HOW TO PLAY

1. Download the **SCVNGR** app on your iPhone or Android phone\*. SCVNGR is a game about going places, doing challenges and earning points.
2. Select "Downtown LA Gift Hunt" on the Treks tab.
3. Complete challenges at all 8 shopping destinations. For every correct answer, you'll be rewarded with a promotional offer and points toward completion of the trek. Answer all 8 Downtown LA Gift Hunt challenges (one at each stop) correctly by Friday, December 24th and you'll be automatically entered into the grand prize drawing!

\* Don't have an iPhone or Android phone? Don't worry! You can still play via SMS. Text the keyword "DOWNTOWNLA" to 728647 to begin playing (standard carrier rates apply).

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