



MEDIA ALERT

**Saturday and Sunday, March 25 and 26
10 a.m. to 5 p.m.**

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DOWNTOWN LA: THE "IT" PLACE TO LIVE IN SOUTHERN CALIFORNIA **DOWNTOWN LA HOSTS DOWNTOWN LIVING WEEKEND**

- *Lofts and luxury living take Downtown by storm*
- *Future residents and those just curious are invited to visit 14 developments*

WHAT: The Downtown Center Business Improvement District (DCBID) is hosting its second annual Downtown Living Weekend – an event that showcases exciting living options in Downtown LA. From adaptive reuse conversions of historic office buildings into loft-style apartments and condos, to new-construction high-rise luxury condominiums and apartments with million dollar views, Downtown has it all! The Downtown Living Weekend invites people to visit finished units, models as well as pre-sale and pre-leasing trailers and offices. Nowhere else can you sample this many projects at once and experience all the dynamic neighborhoods Downtown. Be among the first to register for priority interest lists for these fantastic projects!

WHEN: **Saturday and Sunday, March 25 and 26, 10 a.m. to 5 p.m. – Rain or shine!**

WHERE: Downtown locations including various lofts, apartments and condos, go to www.downtownla.com or call 213-624-2146 for details.

HOW TO REGISTER:

The Downtown Living Weekend offers three registration options. To register for any of the following or to obtain additional information about the Downtown Living Weekend, log on to www.downtownla.com or call 213-624-2146.

- VIP Shuttle Registration (Parking Included): \$15
- Downtown Parking Pass (All Day In and Out) \$ 6
- Registration Only FREE

ABOUT DCBID:

The Downtown Center Business Improvement District (DCBID) is a coalition of nearly 480 property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The organization helps the 65-block central business district achieve its full potential as a great place to live, work and play.