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**The Downtown Center Business Improvement District Celebrates
the Holidays with a Fashion Show on Ice**

**‘Tis the Season...for Fashion Event Showcases Downtown Los Angeles Retail
By Presenting Holiday Fashions on Ice**

Los Angeles (December 11, 2002) –The Downtown Center Business Improvement District (DCBID) and the Department of Recreation and Parks join together to host a Fashion Show on Ice, providing a stunning array of the latest holiday collections combined with holiday music, skaters, style and grace for an afternoon of festive fashions from Downtown Los Angeles retailers. Located at the LA Kings Downtown on Ice outdoor ice rink in Pershing Square (corner of 5th and Olive in Downtown Los Angeles), the FREE event will be held Wednesday, December 11 at 11:30 AM.

Accomplished skaters, models and dancers of all ages from throughout the Southland will showcase holiday fashions provided by Downtown retailers’ Robinsons & May, Macy’s, and Plaza Suit & Tuxedo. Additionally, KRTH 101 and STAR 98.7 will be on hand to give away t-shirts, bumper stickers, key chains, and other goodies, while visitors will also have the opportunity to enter a sweepstakes for a chance at winning a number of exciting downtown prizes.

“The Fashion Show on Ice is a festive event and ideal lunch break for the local business community that may help those in need of last minute gift ideas. It truly highlights the fact that the Downtown Los Angeles community no longer has to drive to the Westside for all their shopping needs,” said Carol Schatz, president and CEO of the DCBID. “This event marks the celebration of the holiday season as well as the growth of the retail industry in Downtown L.A.”

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DCBID Fashion Show on Ice
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This unique Fashion Show on Ice event at the LA Kings Downtown on Ice outdoor rink at Pershing Square is easily accessible via the Golden State 5, Hollywood 101 and Harbor 110 freeways, by bus (5th & Olive) or the Metro Red Line (Pershing Square Station at Hill Street). For more event information, please visit www.downtownla.com or call the Downtown Center BID at (213) 624-2146.

The DCBID is a coalition of 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. Nearly 480 property owners provide funds to the district via a special voluntary tax assessment, which finances this outreach program.

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