

FOR IMMEDIATE RELEASE

Contacts: Mindy Rosen
Los Angeles DCBID
213.624.2146

Casey Callaway
Fleishman-Hillard
213.489.8233

“Go Downtown” to Dine, Shop, Play and Stay

The Downtown Center Business Improvement District and 70 Downtown L.A. Venues Offer Great Deals and Specials Through December 2003 with the “Go Downtown” Discount Card

Los Angeles (December 23, 2002) – The Downtown Center Business Improvement District (DCBID) and more than 70 downtown Los Angeles businesses have joined together to create the exclusive “Go Downtown” discount card, which offers great savings when you dine, shop, play and stay in Downtown L.A. The “Go Downtown” discount card can be used at any of the participating merchants, each providing unique savings, and all of the offers are good through December 31, 2003, which presents an entire year of discounts in Downtown Los Angeles!

In addition to a year of savings and special offers, the “Go Downtown” discount card comes with a handy where-to guide to all of Downtown’s great shops, restaurants, hotels and attractions, including the soon-to-open Walt Disney Concert Hall and newly opened Cathedral of Our Lady of the Angels. The helpful guidebook not only provides a listing of all the area’s venues, including addresses and phone numbers, but also details the participating merchants and their promotions as well as a map of Downtown Los Angeles.

“The Go Downtown discount card offers tremendous deals and savings at a variety of different merchants. This year-long program and the more than 70 businesses participating is a wonderful example of the team effort and support prevalent throughout the Downtown community to continue the exciting growth and revitalization taking place in the area,” said Carol Schatz, president and CEO of the DCBID. “Now there is even more incentive for residents across the Southland to revisit Downtown L.A. and experience the revitalization first-hand.”

**DCBID “Go Downtown” discount card
2-2-2-2**

A “Go Downtown” discount card can be obtained by visiting www.downtownla.com to request a card, or by calling the DCBID administrative offices at 213-624-2146, ext 225.

About the Downtown Center Business Improvement District

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.

###