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L.A. CREATES FIRST EVER GUIDE TO SHOPPING DOWNTOWN

Free Guide Provides Insider Tips on Shopping Districts, Bargaining, and more...

Los Angeles (March 14, 2005) – Do you know how to really shop Downtown Los Angeles? If the answer isn't a resounding "Yes," then the Downtown Center Business Improvement District (DCBID) has the perfect solution. The first-ever of its kind (in any city), the *How To Shop Downtown L.A.* guide is packed full of information about Downtown shopping districts, including the Jewelry, Fashion and Flower districts, as well as helpful bargaining tips, hidden shopping gems and a handy Downtown L.A. walking map.

To obtain a copy of *How To Shop Downtown L.A.* please call 213.624.2146 or visit www.downtownla.com to download a PDF version. Complementary shopping guides can also be picked up at various kiosks thought Downtown L.A.

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.

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