



**Contact:**

Julie Y. Weber  
202.298.9222 ext.208  
jweber@georgetowndc.com

**FOR IMMEDIATE RELEASE**

**GEORGETOWN BUSINESS IMPROVEMENT DISTRICT'S  
ANNUAL OPEN-AIR FRENCH MARKET**

**Washington, D.C., March 27, 2007** – On Friday, April 27 and Saturday, April 28, from 11 a.m. to 7 p.m., Georgetown's annual **French Market, a Georgetown BID open-air shopping extravaganza**, takes place in the Bookhill neighborhood of Georgetown, located on upper Wisconsin Avenue, NW, between P Street and Reservoir Road, NW.

With more than 30 participating stores, this bazaar-style event draws thousands of shoppers as everything from antique home furnishings to designer fashions are placed on the sidewalks at savings of up to seventy-percent off. French street décor, strolling musicians, and crêpe and café au lait samplings provide a festive ambiance for the Bookhill crowd.

"Georgetown has always been noted for its great shopping," says Juanita M. Crabb, Executive Director of the Georgetown Business Improvement District, "and The French Market provides a great opportunity to experience the unique boutiques of the Bookhill neighborhood."

The winner of the Why My Mom Rocks contest, a French Market Mother's Day makeover package sponsored by the shops of Bookhill, the Georgetown BID, FOX5 and DC Magazine, will take place on the opening day of The French Market, Friday, April 27. Bookhill salons and unique boutiques team up to transform the mother for an ultimate French Market Mother's Day makeover.

Keeping with the tradition of The French Market, the Georgetown House Tour is scheduled to take place on Saturday, April 28, 2007. For more than 90 years, the Georgetown House Tour has offered Washingtonians a glimpse into some of the most charming and beautiful homes in the nation's capital. These two events share the historic and European feel of Georgetown with the community at large. The Georgetown BID, Bookhill Merchants and the Georgetown House Tour look forward to a continuation of this beloved spring tradition for many years to come.

---

The Georgetown Business Improvement District (BID), is a not-for-profit organization created and funded by the property owners and businesses of historic Georgetown to protect and enhance its unique character. Programs include transportation, streetscape, marketing and special events. For more information, please visit our Web site at [GeorgetownDC.com](http://GeorgetownDC.com) or email us at [info@georgetowndc.com](mailto:info@georgetowndc.com).

###