



FOR IMMEDIATE
RELEASE

Contact Dusty Lockhart,
ThreeLockharts Communications
202.664.9881
dusty@threelockhartspr.com



Georgetown Transforms into a Parisian Sidewalk Sale for the 9th Annual Georgetown French Market on Friday, April 27th & Saturday, April 28th

More Book Hill merchants come together than ever before to host the annual springtime European-style open air market with 70%+ discounts, French street food, photo booth, live music and more.

Washington, DC (March 22, 2012) – A trip to Paris without the airfare, **Georgetown, DC's 9th Annual French Market** returns to the charming Book Hill neighborhood on upper Wisconsin Ave, between P Street and Reservoir Road, on Friday and Saturday, **April 27th & 28th, 2012** from **10 a.m. to 5 p.m.** with fun for shoppers, foodies, families and more. With more participating merchants than ever before, **35+** boutiques, antique shops, restaurants and galleries will come together for spring's most exciting shopping and entertainment event. The Georgetown French Market is hosted and sponsored by the Georgetown Business Improvement District (BID).

The place to score deep discounts on spring fashions and goods, the Georgetown French Market offers shoppers **up to 70% off** at sidewalk sales including boutiques such as *Urban Chic* and the newly-opened *duo*, to art galleries such as *Susan Calloway Fine Arts* and newcomer *Heiner Contemporary*.

For the foodies, some of the neighborhood's best restaurants such as *Patisserie Poupon*, *Café Bonaparte*, *Clyde's* and *Bookhill Bistro* will hit the streets to nourish shoppers, grilling up French merguez sausages, filling sweet and savory crepes and serving fresh French pastries. Families are encouraged to bring the kids and enjoy live music, strolling mimes, a balloon sculptor, caricature artist, unicyclist and stiltwalker. Attendees can pose in a **French-themed photo booth** equipped with props such as mustaches, berets and French flags.

This year brings some exciting new shops, galleries and restaurants to the lively street market including **Bookhill Bistro**, **duo**, **Gallerie Blue Square**, **Nectar Skin Bar**, **Macaron Bee**, **The Dandelion Patch**, **Neptune Fine Art** and **Robert Brown Gallery**. Other participating merchants include: Addison/Ripley Fine Art, A MANO, Bacchus Wine Cellar, The Bean Counter, Café Bonaparte, Carling Nichols, Darrell Dean Antiques, The Dog Shop, Easel Hair Studio, Ella-Rue, The French Apartment, Heiner Contemporary, Jaryam, Ilo, Ipsa, Leonidas Chocolates, Manny & Olga's, Maurine Littleton Gallery, Moss & Co./Catherine Roberts/Oliver Dunn, Patisserie Poupon, Sassanova, Sherman Pickey, Susan Calloway Fine Arts, TARI, TD Bank, The Phoenix, Urban Chic and The Magic

Wardrobe. A complete list of participating merchants will be continuously updated online at www.georgetowndc.com.

Stylish Georgetown French Market tote bags will be available for \$2 each with 100% of the proceeds benefiting **The Friends of Book Hill Library for the second year in a row**. The bags will be sold at the Georgetown French Market event as well as at participating Georgetown stores two weeks prior to the event.

Visitors can also enjoy the beautiful spring day in Georgetown and tour some of the most gorgeous, exquisite homes in the nation's capitol at the famed **Georgetown House Tour on Saturday, April 28, 2012**. An 81-year tradition, the annual **Georgetown House Tour** offers Washingtonians and visitors a glimpse into eight to 10 of the most impressive homes and gardens in Georgetown, home to some of the country's most powerful leaders. Homes will open for tours from 11 a.m. to 5 p.m., with a hosted tea from 2 p.m. to 5 p.m. Tickets will be available for purchase online from March 5 – April 26 at www.georgetownhousetour.com/pages/tickets.html and can also be purchased at St. John's Episcopal Church on Friday, April 27 and Saturday, April 28. For more information please visit www.georgetownhousetour.com or call 202-338-1796.

The 9th Annual Georgetown French Market takes place in the Book Hill area of Georgetown, located on upper Wisconsin Avenue, NW, between P Street and Reservoir Road. Attendees of the Georgetown French Market can avoid parking and traffic by taking the Circulator from Downtown D.C. or from the Rosslyn and Dupont Circle Metro Stations. The Circulator's Georgetown-Union Station line takes visitors up Wisconsin to the Book Hill neighborhood. For more information about the Georgetown French Market, please visit www.georgetowndc.com.

About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information please visit georgetowndc.com. Also connect with Georgetown on Twitter: www.twitter.com/GeorgetownDC, Facebook: www.facebook.com/OfficialGeorgetownDC and YouTube: www.youtube.com/user/GeorgetownDCTV.

###