



8th Annual Open-Air Georgetown French Market Returns to Hip & Historic Georgetown, DC on Friday, April 29th and Saturday, April 30th, 2011

Georgetown BID-hosted signature open-air European market brings a bit of Paris to DC with superb shopping deals at over 30 Georgetown merchants, authentic French fare and strolling entertainment

WASHINGTON, DC (February XX, 2011) – April signals the return warm weather, spring fashions and of course, one of DC's most charming outdoor shopping events of the year. Georgetown's signature 8th annual open-air French Market returns to the Book Hill neighborhood on April 29-30, 2011 from 10 a.m. to 5 p.m., bringing a bit of Paris to DC. Hosted by the Georgetown Business Improvement District (BID), this annual event takes place in the Book Hill area of Georgetown, located on upper Wisconsin Avenue, NW, between P Street and Reservoir Road and offers Washingtonians a chance to welcome spring with superb shopping, French cuisine and exciting entertainment along the neighborhood's quaint cobblestone streets.

A trip to Paris without the airfare, this unique European-like market offers two days of incredible deals on the latest trends, delicious French fare and strolling entertainment. Shoppers can score savings of up to 70 percent off designer goods, art and antique home furnishings at over 30 participating boutiques, antique shops, restaurants and galleries. The streets will come alive with strolling musicians and mimes, while families can enjoy children's activities including a caricature artist, balloon sculptor and more with Dumbarton House and Tudor Place. Completing the European experience, several of Georgetown's best restaurants and cafés will serve authentic French fare street-side including crepes, grilled merguez sausages, fresh breads, cheese and more.

Participating merchants include: A MANO, Appalachian Spring, Bacchus Wine Cellar, Café Bonaparte, Darrell Dean Antiques, For Your Home, Ilo, Ipsa, Jaryam Couture Lingerie, Leonidas Chocolates, Patisserie Poupon, Piccolo Piggies of Georgetown, Rooms With A View, Sassanova, Sherman Pickey, Susan Calloway Fine Arts, The Bean Counter, The Dog Shop, The Magic Wardrobe, The Phoenix and Urban Chic. A complete list of participating merchants will be continuously updated online at www.georgetowndc.com.

Raising money for **The Friends of Book Hill Library**, stylish reusable Georgetown French Market tote bags will be available for purchase at \$2 each with 100% of proceeds benefiting the organization. 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 further enjoy the beautiful spring day and tour some of the most gorgeous, exquisite homes in the nation's capitol at the famed **Georgetown House Tour** on April 30, 2011. A 90-year tradition, the annual **Georgetown House Tour** offers Washingtonians and visitors a glimpse into eight to 12 of the most impressive homes and gardens in Georgetown, home to some of the country's most impactful, 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 1 – April 28 at www.georgetownhousetour.com/pages/tickets.html and can also be purchased at St. John's Episcopal Church on Friday, April 29 and Saturday, April 30. For more information please visit www.georgetownhousetour.com or call 202-338-1796.

Attendees of the Georgetown French Market can avoid parking and traffic by taking the Circulator from Downtown D.C. or the Georgetown Metro Connection from Rosslyn and Dupont Circle Metro Stations.

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. Follow Georgetown on Twitter: twitter.com/georgetowndc.

Media Contact:

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