

Georgetown, DC's New Mobile Site Gives Users At-Your-Fingertips Access to the Exciting World of Georgetown as a Place to Shop, Dine, Stay and Play

Georgetown BID Launches Convenient New Mobile Site to Serve as a Virtual Tour Guide for Visitors and Residents Alike

WASHINGTON, D.C. (January 14, 2010) – Access to all things Georgetown just got even easier for smartphone users. The Georgetown Business Improvement District (BID) has just launched an innovative new mobile site linked to the popular official Georgetown, DC site, www.georgetowndc.com, to conveniently help to answer all Georgetown-related questions and assist visitors in uncovering the area's hidden neighborhood gems. The site is compatible with the iPhone, Android, many Blackberry models, including the Torch and Storm, and most other smartphones. The new mobile site provides users with easy, at-your-fingertips access to Georgetown's exciting must-visits, historical secrets and under-the-radar local spots.

Georgetown's new innovative mobile site offers a variety of useful features including parking garage and lot information, the convenient NextBus service, designed to provide up-to-date DC Circulator bus arrival times, Georgetown event calendar and an interactive guide to the neighborhood..

Getting to Georgetown has never been easier with the parking lot and garage directory and DC Circulator NextBus feature. The 20 garages and lots in Georgetown are all listed on the site, with an address, a link to view the exact location on a map, parking rates and hours of operation. The DC Circulator is a popular and convenient mode of transportation and links cultural, entertainment and business destinations within the city. The NextBus feature lists upcoming bus arrivals for the Dupont-Georgetown-Rosslyn and Union Station-Georgetown routes, simplifying visitors' Georgetown trip planning. Metrobus lines serving the Georgetown area and a map of bus routes are also listed on the site.

Users can also access the mobile site to find out what's happening in Georgetown. Visitors can browse upcoming neighborhood events such as designer trunk shows, neighborhood festivals, art gallery receptions and food and wine tastings by date to easily find an event and get all of the necessary details in one click.

Users can browse the guide to search for the over 450 shops, restaurants and more by category (formal wear, Italian food, dry cleaners, nail salon, etc.), price range, features, or by name to find exactly what they're looking for. For example, if a visitor is looking to grab a bite to eat while listening to live music, they can search Georgetown restaurants under the "features" tab and click on the "live music" tab to find restaurants that match what they're in the mood for.

To experience the Georgetown BID's new mobile site, please visit www.georgetowndc.com from any compatible smartphone and be sure to bookmark the site for easy future access. Also, connect with us on Twitter at www.twitter.com/georgetowndc, Facebook at www.facebook.com/OfficialGeorgetownDC, and YouTube at www.youtube.com/GeorgetownDCTV.

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: www.twitter.com/georgetowndc, Facebook: www.facebook.com/OfficialGeorgetownDC and YouTube: www.youtube.com/GeorgetownDCTV.

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