

Fashion-Forward Georgetown, D.C. Celebrates Release of Spring's Hottest Chick Flick with "Style in the City" Week

"Best Neighborhood for Shopping" Merchants and Restaurants Offer Style Savvy Fashionistas Incredible Weeklong Deals

WASHINGTON, D.C. (May 6, 2010) –Georgetown, D.C., recently named "Best Neighborhood for Shopping," is hosting a week-long celebration in May in honor of the release of spring's most highly-anticipated sequel, inviting style mavens to celebrate shopping, dine at Georgetown's hottest restaurants and pamper themselves. Local participating merchants and restaurants will all come together from May 23-30 to offer exclusive specials on food, drinks and spa services.

As D.C. fashionistas anxiously await the film's release date, there is no better place to celebrate the sequel's release than in a neighborhood renowned for its superb shopping and stylish retail options. Georgetown is hosting "Style in the City" week and will offer shoppers movie tickets, fashion events, VIP gift bags and more.

Participating Georgetown restaurants will offer \$5 Cosmopolitans to style-savvy patrons throughout the week, as well as brunch specials on both Sundays during the event. Salons and spas throughout the neighborhood will offer champagne "Bring a Girlfriend" spa treatments such as facials and pedicures where women can get pampered and sip bubbly with a girlfriend at a special discounted rate. Several shops and chic boutiques along the retail-lined cobblestone streets of Georgetown will invite clothing devotees to shop the hottest summer looks and give away exclusive "Style in the City" gift bags filled with posh goodies, including a movie ticket to AMC Georgetown, with every \$150 purchase.

To receive their "Style and the City" gift bag and other specials, customers need to mention the "Style in the City" promotion. Bags are available while supplies last.

Moviegoers who see the film at **AMC Loews Georgetown 14** will also get a few special perks when they show their ticket stubs at participating merchants.

For more information about participating merchants, 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. Follow Georgetown on Twitter: twitter.com/georgetowndc.

Georgetown was named "Best Neighborhood for Shopping" in Washington, D.C. by Washington City Paper's 2010 "Best Of" Reader's Poll. The two-time winner also picked up 12 other wins and nine

runners-up including “Best Cupcake” at Georgetown Cupcake, “Best Window Display” at Anthropologie, and runner-up for “Best Clothing Boutique” at Urban Chic.

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