



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

TAA PR

Rebecca Chin, rebecca@taapr.com



#GeorgetownParasolShare

#BeatTheHeat

@OfficialGeorgetownDC

GEORGETOWN LAUNCHES FIRST EVER PARASOLSHARE PROGRAM TO HELP SHOPPERS BEAT THE SUMMER HEAT

Beginning this weekend, nearly 50 Georgetown businesses to host complimentary parasols for visitors to use while in the commercial district

WASHINGTON, D.C. (June 15, 2016) – The Georgetown Business Improvement District is pleased to announce Georgetown ParasolShare, a courtesy program aimed at improving the visitor experience and inviting customers to “Shop Georgetown and Stay Cool,” beginning June 17. The program, the first of its kind, embraces the ever-growing sharing economy and welcomes visitors to use and ‘share’ a custom-branded nylon parasol as they shop, then return it to a participating location as they leave Georgetown. Close to 50 participating stores, restaurants, galleries and hotels across the commercial district from M Street to Wisconsin Avenue, side streets, and along K Street, are participating.

“There’s no doubt about it: in Georgetown, we love our shoppers,” said Joe Sternlieb, Georgetown BID CEO. “By coupling the ParasolShare program with other shopper amenities such as the M Street weekend sidewalk widenings and free weekend Circulator rides, we hope the visitor experience will be as comfortable as possible. This has been a really fun and creative idea for our organization to develop and to bring our community of both local, homegrown merchants and national retailers together. If it’s embraced by the public, we’d love to bring it back next season.”

With D.C.’s reliably hot and humid weather during the summer months, the parasols are intended to provide a more comfortable pedestrian experience, by offering protection from the sun. Visitors and shoppers are encouraged to pick up, use, and then drop off a parasol at participating businesses from June 17th through August.

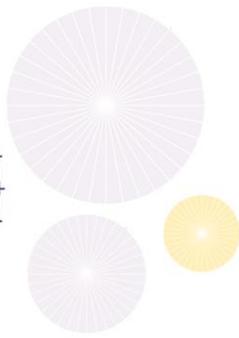
A full list of participating ParasolShare locations is on the next page, as well as on the BID’s website at www.georgetowndc.com/parasolshare. Be sure to join in the conversation by following @OfficialGeorgetownDC on Instagram, @georgetowndc on Twitter, and use the hashtags #GeorgetownParasolShare and #BeatTheHeat.

About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a private, nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown’s commercial district. Established in 1999 by its property owners and merchants, and registered by Mayor’s order under the District of Columbia Business Improvement District Act, the Georgetown BID has more than 1,000 members. The BID is proud of the role it has played in the ongoing evolution of Georgetown as an exceptional shopping, dining and visitor destination. From marketing and special events, to transportation, economic development, destination management and streetscape, the BID contributes to the vitality and quality of life in Georgetown. www.georgetowndc.com



1000 Potomac St., NW
Suite 122
Washington, DC 20007
T 202.298.9222
GeorgetownDC.com



#GeorgetownParasolShare

#BeatTheHeat

@OfficialGeorgetownDC

GEORGETOWN PARASOLSHARE LOCATIONS

M Street/Penn. Ave.

- CB2
- Eno Wine Bar
- Four Seasons Hotel Washington
- Frank Milwee Antiques
- Guarisco Gallery
- Haagen-Dazs
- Janus et Cie
- Kiehl's
- lululemon athletica
- Olivia Macaron
- Pizzeria Paradiso
- Postmodern Foods
- Resource Furniture
- Ri Ra Irish Pub
- Sports Zone
- The North Face
- Violet Boutique
- Waterworks

Side Streets

- Chaia, Farm-to-Taco
- Fitness Together
- Just Paper and Tea
- Lantern Bookstore
- P Street Pictures on O
- Rosewood Washington, DC Hotel
- Thos. Moser Cabinetmakers

Wisconsin Avenue

- Appalachian Spring
- Café Bonaparte
- Cross MacKenzie Gallery
- Georgetown Olive Oil Co.
- Illusions Salon of Georgetown
- Ilo Salon
- Jaco Juice & Taco Bar
- John Fluevog Shoes
- Lili the First
- Lilly Pulitzer
- Little Birdies Boutique
- Lynn Louisa
- Patisserie Poupon
- PAUL Bakery
- Reddz Trading
- Restoration Hardware
- Susan Calloway Fine Arts
- The Phoenix
- Via Umbria

Washington Harbour/K Street

- Malmaison
- Nick's Riverside Grill
- Sequoia
- Tony & Joe's Seafood Restaurant



1000 Potomac St., NW
Suite 122
Washington, DC 20007
T 202.298.9222
GeorgetownDC.com

