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FOR IMMEDIATE RELEASE

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CELEBRATE THE HOLIDAYS WITH LODO DISTRICT, INC.

The Season Kicks Off with LoDo Aglow: Scenes of the Season

DENVER, CO (November 11, 2011)—This holiday season experience winter in a whole new light with LoDo Aglow, a window design contest sponsored by Larimer Square, Spectrum General Contractors, Van Gilder Insurance Corporation, Zolarium Tanning Studio and LoDo District, Inc. The unveiling will take place on Friday, November 25, 2011, in coordination with the Grand Illumination of the City.

LoDo Aglow will light up the streets of Lower Downtown throughout the holiday season until the end of 2011. Local business owners, designers and art students have been given the chance to let their imaginations transform LoDo windows into enchanting holiday spectacles. The entries will be reviewed by a panel of guest judges who will choose the winners based on the originality and presentation of the design. The winners will be announced the week of December 12. The panel of judges as of November 15 includes Patty Calhoun of The Westword, Deanne Gertner with Colorado Business Committee for the Arts and Penny Parker of The Denver Post.

LoDo District, Inc. is excited to support a variety of LoDo businesses during the LoDo Aglow window design contest. Participating businesses include: 1515 Restaurant, bd's Mongolian Grill, Cry Baby Ranch, Elixir Mind Body Massage, Fluff*, Gentlemen's Quarters, Grand American, Inc., Great Western Art Gallery, Great Western Bank, John Atencio, My Favorite Muffin, Nest, Optique of Denver, The Oxford Club and Spa, The Oxford Hotel, Players, Rockmount Ranch Wear, Scarpaletto, Shears Adkins Rockmore Architects, Translations Gallery, and Yarn Shoppe.

One of the best ways to experience the decorations throughout LoDo will be through one of the special Holiday Walking Tours. The LoDo Walking Tour Coordinator, Kevin Rucker will have two tours throughout the holiday season, an all ages tour and a 21 and up tour. The all ages tour will take place December 7, from 3-5 p.m. and the cost is \$10 for adults and \$5 for students, age 13-17 and LoDo District, Inc. members, children 12 and under are free. The 21 and up tour will take you on a festive walk through the neighborhood with two complimentary appetizers and the opportunity to purchase cocktails. The tours take place December 10 and 17 from 3-6 p.m. and the cost is \$20 a

person and \$15 for college students, seniors and all LoDo District, Inc. members. All tours will meet at The Market at 1445 Larimer Street.

The Grand Illumination of the City is an annual celebration that unofficially jump starts the holiday season and local residents' holiday spirits, lighting Denver from Union Station to the City and County Building. On Friday, November 25, there will be a series of events taking place around the city, including the lighting of Union Station. The festivities at Union Station commence at 6 p.m. and include model trains, snacks from LoDo restaurants, carolers, a Children's Museum crafts table and a special appearance by Dinger Claus, the Colorado Rockies mascot. Shortly after 6:30 p.m., Union Station will be illuminated by floodlights, accenting its unique historic details and eye-catching tree. Following the Grand Illumination of Union Station, take a walk into the basement of the historic building and experience the unique trains of the Colorado Society of Model Railroaders who will be open from 4-9 p.m.

Finally, Buy Local Week kicks off on Tuesday, November 22. The effort is now in its fifth year and LoDo District, Inc. has committed to supporting the effort again in 2011. Buy Local Week is a holiday retail initiative created by the Mile High Business Alliance taking place between November 25 and December 2. Just by choosing to do 10% of your holiday shopping at local retailers can make a huge difference on our local economy. In 2010, Coloradoans spent over \$12.7 billion during the holidays. For more information about Buy Local Week and the Mile High Business Alliance visit: www.coloradolocalfirst.com

During the Grand Illumination, brochures with a map and information about LoDo Aglow and other LoDo holiday activities will be given to patrons. These brochures will also be available at select hotels around the city, the Convention and Visitors Bureau and Denver International Airport until late December.

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-DIGITAL IMAGES AVAILABLE UPON REQUEST-

About LoDo District, Inc.:

Founded in 1988, in Denver's birthplace, LoDo District, Inc. is a membership organization that supports historic lower downtown's (LoDo), unique historical, cultural and retail neighborhood, through marketing, education and advocacy. LoDo District, Inc. is committed to striking a balance between growth and preservation throughout the neighborhood.

For more information please visit: www.lodo.org.

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