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For Immediate Release

Downtown Lincoln Association Announces New Website

IN FEWER WORDS: Downtown Lincoln Association (DLA) recently announced the launch of a dynamic new website www.downtownlincoln.org. With enhanced interactive tools and in-depth information, the new site is a valuable resource for anyone interested in downtown dining, shopping, parking, athletics, arts and entertainment.

LINCOLN, NE (June 29, 2009) – Downtown Lincoln Association (DLA) recently announced the launch of a dynamic new website www.downtownlincoln.org.

With enhanced interactive tools and in-depth information, the new site is a valuable resource for anyone interested in downtown dining, shopping, parking, athletics, arts and entertainment. The website will also keep visitors connected by providing current news and events through an interactive event calendar and live news feed on the homepage.

“We want our website to reflect the excitement and versatility that downtown Lincoln has to offer,” said Terry Uland, DLA President.

New website features include interactive maps, photo galleries, blogs, a live news feed, learning tools and a *Keep it Green* section. Useful resources from the previous DLA website such as the business directory, space available guide and downtown living guide were also integrated into the revamped site.

“We wanted fresh, new ways to communicate with frequent visitors of downtown Lincoln”, said Uland. “This website is an ideal solution, with modern, interactive tools that put more power and control in the hands of each website visitor.”

Firespring, an award-winning, Lincoln-based marketing firm, developed the DLA website with a back-end content management system, allowing the organization to fully manage and update information, images and events.

Firespring and DLA also teamed up with the Lincoln Haymarket Development Corporation (LHDC) to enhance the capabilities of the Lincoln Haymarket website, www.lincolnhaymarket.org. This enhancement allows for consistent and up-to-date information that will capture the unique,

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historic feel of the Haymarket. The Haymarket site will work in cohesion with DLA's website, resulting in greater efficiency and accuracy.

About the Downtown Lincoln Association

Founded in 1967, the Downtown Lincoln Association was originally established as a merchants' association by downtown retailers who recognized the need for an organization to serve downtown's unique needs. DLA has evolved to a multi-faceted organization supporting a wide range of programs and activities including maintenance, economic development and advocacy. DLA is also the umbrella for Updowntowners, Inc., downtown's events production arm and the Downtown Neighborhood Association. The association works closely with the Lincoln Haymarket Development Corporation to support Haymarket revitalization and attractions

About Firespring

For more than 10 years, Firespring has served small and mid-sized businesses, nonprofit organizations and entrepreneurs. With over 3,000 clients on five continents, the company provides marketing services, website solutions and dedicated support to help clients become more profitable and effective in their operations.