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FOR RELEASE: Immediately

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Shop the Blocks Offers New Nighttime Shopping Experience in Downtown Lincoln

November 3, 2011 – Lincoln, Neb. – The Downtown Lincoln Association (DLA) is proud to announce a new downtown shopping event, Shop the Blocks, which will take place on Thursday, November 17, from 5:00- 9:00 p.m. throughout the retail core.

Shop the Blocks features 17 retail stores that have each teamed up with a variety of downtown restaurants to provide event-goers with a night of discount shopping, food and fun.

Participating retail stores will offer in-store discounts for Shop the Blocks registrants and will provide appetizers, drinks and desserts through partnerships with local downtown restaurants. Select stores will have games and activities for additional discounts and gifts.

Registration for the event is \$5 and includes an All-Access Pass. In addition to receiving discounts and food, passes provide access to the Luxury Limousine chauffeur service, raffle prizes and entry into the Hour Lounge after party.

Guests must check in at Hour Lounge between 5:00-8:00 p.m. to pick up their All-Access Passes and maps. Each Shop the Blocks store will have pink and black balloons outside their storefronts to signify their involvement with the event.

Event-goers will be given one raffle ticket for every \$20 spent at participating Shop the Blocks boutiques. The raffle drawing will take place at the Hour Lounge after party with prizes including a \$250 downtown gift card, a swag bag of merchandise and \$350 worth of gift cards from downtown boutiques.

Visit shoptheblocks.com to register and view a complete list of participants.

Founded in 1967, the Downtown Lincoln Association provides services and champions initiatives for maintaining and enhancing our vibrant downtown. Our vision is to create an energetic downtown environment where we live, learn, work, invest and play. DLA has evolved into a multi-faceted organization supporting a wide range of programs and activities including maintenance, economic development and advocacy. For a complete listing of downtown businesses, events and residences visit downtownlincoln.org. 'Like' us on Facebook at facebook.com/downtownlincoln.

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