



NEWS RELEASE**March 8, 2010**

FOR RELEASE: Immediately

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Downtown Lincoln Selected as Downtown of the Month by the International Downtown Association

March 8, 2010 – Lincoln, Neb. – Downtown Lincoln has been selected by the International Downtown Association (IDA) to be featured as Downtown of the Month for March, 2010. IDA highlights DLA's organizational efforts and success in Downtown Lincoln by posting DLA's article on their website as well as other various publications.

IDA staff, consisting of leaders in economic development and association management, search through various resources including newsletters, live news feeds, newspaper stories and websites for downtowns and downtown organizations that are making significant strides in terms of overall revitalization.

"We are thrilled to have a respected International organization such as IDA recognize the exciting happenings occurring in Downtown Lincoln," said Todd Ogden, DLA Marketing Director.

The International Downtown Association is a world leader and champion for vital and livable urban centers. It serves towns, cities, and regions across the globe, strengthening community presence and guiding downtown economic growth. IDA is the primary resource for information regarding current issues affecting downtowns domestically and internationally. Through the variety of services offered, IDA can help organizations develop a vision and direction, build consensus, and construct a "road map" and an action plan to accomplish their goals.

DLA's feature on IDA's website, www.ida-downtown.org, highlights Downtown Lincoln's energetic environment where we *live, learn, work, invest and play*.

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 also serves as 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.

For more information on how to live, learn, work, invest or play downtown, visit: www.downtownlincoln.org.

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