

OVER 50 OLD PASADENA MERCHANTS OFFER THOUSANDS OF DOLLARS IN SAVINGS TO PASADENA RESIDENTS AND WORKERS DURING OLD PASADENA'S LOCALS ONLY THURSDAYS

For Immediate Release:

Pasadena, Calif., (August, 2011) – Every Thursday each week for the months of September and October, Old Pasadena merchants will offer special discounts and promotions to Pasadena residents as well as those who work in Pasadena during Old Pasadena's Locals Only Thursdays. Due to the success of last year's event, Locals Only Thursdays is extended to two months this year and will begin September 1. Once again Old Pasadena's Locals Only Thursdays is expected to draw thousands of Pasadena residents and workers to Old Pasadena to enjoy a wide range of in-store giveaways and promotions.

Restaurants; stores; coffee, tea and dessert shops; spas and beauty salons throughout Old Pasadena will offer special giveaways and exclusive savings. Over 50 of Old Pasadena's finest merchants including Banana Republic, Forever 21, The Body Shop, Verizon Wireless, Eileen Fisher, The Sofa Company, The Luggage Room Pizzeria, Stats Floral Display, Vertical Wine Bistro, Lula Mae, Distant Lands and Sushi Roku, among others, are offering thousands of dollars in savings and many are offering free gifts to customers.

Residents can show their drivers license or electricity bill to receive the discounts and promotions every Thursday throughout the months of September and October. Pasadena workers need to present a business card showing a Pasadena address to their workplace to also receive the special deals.

For more information including a download of all the exclusive special offers, giveaways and promotions please visit www.oldpasadena.org/localsonly

ABOUT OLD PASADENA MANAGEMENT

The Old Pasadena Management District (OPMD) is a non-profit business organization that creatively plans, manages and develops Old Pasadena as a unique, authentic and vibrant downtown experience. The OPMD currently contracts with the City of Pasadena to manage the Old Pasadena Business Improvement District (BID). The BID enhances the basic City services by funding district-wide security, marketing, and maintenance programs to provide a clean, safe vibrant downtown experience.

Media: Please contact Kershona Mayo at 626.356.9725 or Kershona@oldpasadena.org for further information, interviews and photographs.

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