



NEWS RELEASE

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For Immediate Release

**TAKE A WALK DOWN MEMORY LANE WITH DUBUQUE MAIN STREET'S
DOWNTOWN BUSINESS P.M. "ONCE UPON A TIME IN DOWNTOWN..."**

Storybook-Themed Downtown Business P.M. on February 15, 2011

DUBUQUE, IA – Revisit favorite childhood stories at the storybook-themed Downtown Business P.M., co-hosted by Dubuque Main Street, on Tuesday, February 15, from 5-7 p.m. at the Hotel Julien Dubuque, 200 Main Street. The largest local business tradeshow event and the networking opportunity of the year will feature more than 80 area businesses, fairytale-themed booths, costumes, games, entertainment, food, and beverages.

All attendees are encouraged to mix and mingle with participating businesses, enjoy the great refreshments, sign up for prizes, make new contacts, say hello to old ones, and re-discover their favorite storybook characters. Prize packages will be presented for "Best Dressed" Female, Male, and Booth for those getting into the spirit of the storybook theme; so arrive in costume for a chance to win, whether it's as Goldilocks, Peter Pan, or the Big Bad Wolf!

Fabulous food and drink samples will be provided by Caroline's Restaurant, Hy-Vee, the Victory Café, and many more! Beverages will be provided by Dubuque Main Street, Stone Cliff Winery, and 7G Distributing Company, with the storybook atmosphere created by Elegant Occasions and Alexxus Entertainment.

Booth space is still available, and all local businesses are welcome to register. Please contact Dubuque Main Street at 563-588-4400 or visit www.dubuquemainstreet.org for more information or to download the registration form.

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