



**FOR IMMEDIATE RELEASE**

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**Downtown Norfolk Council Celebrates Downtown Employees**

*We Break for Fun—Kick-off Employee Appreciation Celebration on May 2*

**Norfolk, Va. (May 1, 2014)** – The 30,000 men and women who work downtown are a big part of what make downtown Norfolk vibrant and unique and the Downtown Norfolk Council is hosting a series of events on Friday, May 2 to celebrate them. The day is filled with a series of fun and free activities – including breakfast on the go, fitness and games during lunchtime, and exclusive offers and discounts just for downtown employees to be redeemed May 2-11. Social media contests will be happening all day long, employees are urged to use the hash-tag: #downtownworks and tag @norfolkdowntown on Twitter to participate.

**Friday, May 3**

**7:30 – 9 a.m. at MacArthur Square Station**

Employees are encouraged to start Friday morning off on the right foot with free hot coffee from Bean There Coffeehouse Café and fresh donuts from Paradise Donuts.\*

**Noon-1:30pm at MacArthur Square Station**

Downtown Norfolk Council invites employees to take a break and participate in a 30 minute workout by Fitness First Health & Wellness. The event will also include interactive games like Ping Pong and Corn Hole and lunch vouchers\* good for \$3 towards their food truck purchase. Downtown employees can also enjoy music and giveaways from Sinclair Radio Stations.

**5– 8:30 p.m. – First Fridays Downtown Street Party at TCC Plaza, 300 Block of Granby St.**

End the day with First Fridays on Granby Street with live music from Guava Jam and ZigZag Band, drinks, and local vendors. Social media contest winners will be announced at the event as well. Look for the Downtown Employee Appreciation tent to pick up your free button or keychain to use to redeem specials exclusive to downtown employees.

**Free Button or Keychain Vouchers Distribution – All Events**

**Redeemable by Downtown Employees May 2-11**

Free button or Keychain vouchers may be picked up at all Downtown Employee Appreciation Events while supplies last. Downtown employees are eligible for over a dozen specials at downtown businesses. Workers are encouraged to wear the button on their lapel or use the keychain to identify themselves as downtown employees during the week. The Downtown Employee button and keychain will serve as the official voucher to redeem these offers from May 2-11. For a complete list of offers, please visit:

<http://www.downtownnorfolk.org/enjoy/EmployeeAppreciation2014>.

\*Coffee, donuts, buttons and keychain vouchers quantities are limited and are available while supplies last and on a first come, first serve basis.

\*Food Vouchers: Will be distributed at MacArthur Center to be used at participating food trucks available on a first come, first serve basis on Friday May 2 from Noon-1:30pm only. Food vouchers quantities are limited to 300.

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*The Downtown Norfolk Council is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. Also, DNC manages the Downtown Norfolk Improvement District, a 48-block Special Services District providing enhanced services that keep Downtown friendly, safe and spotless. Please connect with us on twitter, Facebook, Instagram or visit [DowntownNorfolk.org](http://DowntownNorfolk.org).*