



International Downtown
Association

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FOR IMMEDIATE RELEASE

International Downtown Association Selects Downtown Norfolk Council as Winner

Washington, D.C. (September 2009) – The Downtown Norfolk Council's promotion of Downtown Norfolk's twice-yearly Restaurant Week received an Award of Distinction from The International Downtown Association (IDA).

The project was one of 77 award submissions IDA received this year as part of its Downtown Achievement Awards. "The number and breadth of entries made judging a difficult task," said Jane Jenkins, chairman of IDA and the awards program. "The awards jury was impressed with the accomplishments of the winners and is pleased to honor the Downtown Norfolk Council among them."

The 2009 Downtown Achievement Award winners were recognized during IDA's 55th Annual Conference in Milwaukee, Wisconsin September 11-15, 2009.

The award acknowledged that while many cities have held successful Restaurant Week campaigns, few have created such a strong marketing brand for their campaign. Because of the strong and effective promotion and the excellence of downtown Norfolk's restaurant offerings, sales reports showed as much as a 400% increase in sales during the week-long promotion. Restaurant Week in downtown Norfolk is a win win! The restaurants benefit and importantly the residents of Hampton Roads have the opportunity to affordably sample the depth and breadth of downtown's unique dining options.

Founded in 1954, the International Downtown Association has more than 650 member organizations worldwide including: North America, Europe, Asia and Africa. Through our network of committed individuals, rich body of knowledge and unique capacity to nurture community-building partnerships, IDA is a guiding force in creating healthy and dynamic centers that anchor the well being of towns, cities and regions of the world.

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