

***You Are Here* Celebrates Central Phoenix Businesses with Focus on CenPho All-Stars**

We Weathered the Storm, Now Let's Enjoy the Glory

FOR IMMEDIATE RELEASE

Phoenix, AZ (January 1, 2009) *You Are Here: An Urban Stroller's Guide to Metro Phoenix* celebrates downtown businesses with a focus on those who have weathered the storm – the All-Stars. The February-March-April 2009 edition will coincide with February's NBA All-Stars game and the opening of the Diamondbacks 2009 season in April to encourage Valley residents and visitors to come to Central Phoenix and be a part of a new era in Downtown's history.

"So many downtown businesses have had to really push to make it through the construction and the resurgence of Central Phoenix. It is time that we all work together to support them and our urban center," said Rick McCartney, publisher of the *You Are Here* magazines. "Great restaurants, unique shopping and so many cultural venues make Central Phoenix a great place to be."

This edition will also focus on the events and organizations that continue to support neighborhoods and businesses that improve our urban center and make it a great place to live and work.

"Downtown Phoenix attracts people who care about our urban community and who make a significant personal investment in our collective success" said Greg Esser, executive director of Roosevelt Row Community Development Corporation, an organization that works to further the economic development and urban revitalization of Central Phoenix. "We're seeing steady growth of award-winning businesses all within easy walking distance of light rail."

As a permanent fixture in Central Phoenix, the METRO Light Rail will also be a permanent part of each issue of *You Are Here*, which will include comprehensive information and maps to direct readers throughout Downtown and beyond.

You Are Here: An Urban Stroller's Guide to Metro Phoenix is distributed Valleywide with the intent to better inform Valley residents and visitors of the hidden gems that make up Downtown's culture. It is a quarterly, portable magazine that provides informative and entertaining editorial on all aspects of city life: food and drink, shopping, sports and recreation, culture, entertainment and sightseeing. Each issue includes useful maps for easy navigation, an events calendar and a sports schedule — with a clean, clutter-free design.

To learn more about *You Are Here: An Urban Stroller's Guide to Metro Phoenix* or to set up an interview, please contact Louise Ferrari at (480) 584-3750 or visit www.youarehereaz.com.