

## **You Are Here Taps Central Phoenix as Coolest Place to Be for Summer**

### **Businesses Join Campaign to Make CenPho Coolest Place**

#### FOR IMMEDIATE RELEASE

**Phoenix, AZ** (April 1, 2009) This summer, Central Phoenix will be the coolest place to be. Better access with the Light Rail, baseball in play, in-door cultural activities, businesses booming and food and drink in abundance. It is the new Central Phoenix and *You Are Here* May-June-July 2009 edition is your guide to it all. Distributed Valleywide, *You Are Here: Central Phoenix's* next issue will focus on great deals, special events, performances, fun dining options and cool rooftop nightlife.

"We will launch our 'Coolest Place to Be' campaign with our advertising partners beginning in May with the release of the next issue to promote the great summer activities in Central Phoenix," said Rick McCartney, publisher of *You Are Here: An Urban Stroller's Guide to Metro Phoenix*. "It is not a forgotten place and our campaign will work with local media to promote the ongoing activities, special summer promotions and great culture of Central Phoenix."

You Are Here will be working with many of the new and existing cultural venues, shops and restaurants to develop and implement summer plans that truly will make Central Phoenix the "coolest place to be" this summer.

"Downtown Phoenix is becoming more and more a gathering place for families. There are so many fun, cultural things to do here," said Deb Gilpin, President and CEO of the Children's Museum of Phoenix. "The Children's Museum is very excited about celebrating our 1<sup>st</sup> birthday this June. And we are designing some special summer programs for families to enjoy so that they will be able to come in out of the heat and play!"

YouAreHereAz.com will also launch a new "Just for You" special function that will offer readers and web browsers dated and timed discounts at Central Phoenix businesses. Based on your location, you will be able to see who is offering what "just for you." From dinner specials at local restaurants, to pre-game shopping, you will be enticed to visit your favorite boutique or be introduced to a Central Phoenix business for the first time. Visit [youarehereaz.com](http://youarehereaz.com) for details.

*You Are Here: An Urban Stroller's Guide to Metro Phoenix* is distributed Valleywide to better inform Valley residents and visitors of the hidden gems that make up Central Phoenix'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 expanded events calendar and a complete 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](http://www.youarehereaz.com).