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## ***You Are Here* Gives Northwest Valley Businesses & Tourism a Boost**

New urban travel guide places emphasis on hidden gems

### FOR IMMEDIATE RELEASE

**GLENDALE, AZ** -- (May 15, 2009) — With a launch scheduled for June 2009, *You Are Here: An Urban Stroller's Guide to the Northwest Valley* will be the West Valley's first comprehensive guide, designed to help visitors and locals alike navigate the hidden gems of the area. With distribution in bookstores, boutiques, coffee shops, information centers, and in all terminals at Sky Harbor International Airport, the publication's sole purpose is to communicate the Northwest Valley experience.

"This is an opportunity for us to spotlight a part of the city that doesn't receive a lot of attention and is underrepresented considering all that there is to do," says Rick McCartney, Publisher of the *You Are Here* publications. McCartney is a long-time advocate of the Westside experience and supporter of locally owned businesses. "It also allows businesses that otherwise couldn't afford traditional print advertising to get their name out to an untapped audience."

The publication is supported by the major Westside coalitions and partnerships including the City of Glendale, Peoria Chamber of Commerce, and Westgate. "I am thrilled to see that local organizations are working so hard to showcase West Valley businesses and promote the West Valley experience," said Lorraine Pino, Glendale's Tourism manager.

*You Are Here* is a quarterly, portable magazine that provides informative and entertaining editorial on all aspects of city life—food and drink, shopping, family and events, sports and recreation, culture, entertainment, and sightseeing. The publication includes useful maps for easy navigation through a clean, clutter-free design. *You Are Here: Central Phoenix* began in October of 2007 and has been a huge success. A special Arizona Diamondbacks edition of *You Are Here: Central Phoenix* is produced each year and is included in all season tickets so that fans are fully informed as to what is happening in Central Phoenix.

To learn more about *You Are Here: An Urban Stroller's Guide to the Northwest Valley* or to set up interviews with Mr. McCartney, please contact Louise Ferrari at (480) 584-3750.

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