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***You Are Here* Gives Central Phoenix Businesses Boost** New urban travel guide places emphasis on hidden gems

FOR IMMEDIATE RELEASE

PHOENIX, AZ -- (October 1, 2007) — With a launch scheduled for October 20, *You Are Here: An Urban Stroller's Guide to Metro Phoenix* will be the central core's first travel guide, designed to help tourists and locals alike navigate the hidden gems of the area. With distribution in bookstores, businesses and concierges Valleywide and in all terminals at Sky Harbor International Airport, the publication's sole purpose is to communicate the urban experience to an audience of more than 120,000 people.

"This is an opportunity for us to spotlight a part of the city that doesn't receive a lot of attention and is underrepresented in the tourism sect," says Stephanie Henry, the publication's editorial director. Henry, the founder of *Phoenix Metropolitan* magazine, is a long-time advocate of the downtown experience and supporter of locally owned business. "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 numerous Downtown Phoenix coalitions and partnerships including Mayor Phil Gordon. "It pleases me to see that local organizations are working so hard to boost downtown businesses and to promote the urban experience that so many major, national cities are thriving on," says Gordon of the new quarterly publication.

You Are Here 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; useful maps for easy navigation; and a clean, clutter-free design. The October-December 2007 Central Phoenix edition is presented by Urban Affair, a multi-faceted campaign to promote urban life in the Valley.

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

You Are Here

AN URBAN STROLLER'S GUIDE TO METRO PHOENIX



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DESIGN



DINING



CULTURE



SHOPPING

SPORTS



NIGHTLIFE



CENTRAL PHOENIX