



1942 Broadway, Suite 301  
Boulder, Colorado 80302  
Phone: 303.449.3774  
BoulderDowntown.com

**FOR IMMEDIATE RELEASE**

## **A Night of Fashion Under the Flatirons in Downtown Boulder**

*Downtown Boulder, Inc. (DBI) presents Fashion Under the Flatirons featuring spring clothing and accessories from over 20 Downtown Boulder merchants with a portion of the proceeds to benefit Impact on Education*

[Boulder, CO] **March 5, 2010** – This Thursday (March 11), a spotlight on fashion will shine bright at the Boulder Theater when Downtown Boulder, Inc. (DBI) presents the first annual Fashion Under the Flatirons event. The evening will encompass a runway show featuring spring fashion & accessories from 22 downtown businesses (see list below). Attendees will enjoy food provided by Aji, Leaf, Dish, Japango, Trattoria on Pearl and Tee and Cakes. VIP ticket holders will enjoy special services including mini massages from Café of Life and Bodywork Boutique or hair and make-up services courtesy of 1313 Salon and Paul Morrison Colours.

[Participating businesses: Alpaca Connection, Barbara & Company, Fresh Produce, Full Cycle, Holiday & Company, Hurdle's Jewelry, J. Albrecht Design Master Goldsmiths, Little Mountain Outfitters, Morning Star by Meg, Om Time Yoga, Outdoor Divas, Pedestrian Shops, Pennyweights, Real Baby, The Ritz, Savvy on Pearl, Starr's Clothing & Shoe Company, Topo Ranch, Two Sole Sisters Violette, Volcom & Weekends]

Ticket prices are \$35 for general admission, \$50 for reserved seating (includes goody bag and one drink ticket) and \$100 for VIP seating (includes runway seat, goody bag, two drink tickets and VIP service.) The event kicks off at 7:30 p.m. A silent auction will take place until 8:30 p.m. Jeremy Bloom, the two-time Olympic skier, former NFL football player, Colorado native and founder of the Jeremy Bloom's Wish of a Lifetime foundation will emcee the runway show. The Donna Baldwin Agency is providing professional models and along with local residents they will model a variety of options including sportswear, vacationwear, evening and business attire as well as kids and maternity clothing. A portion of the evening's proceeds will benefit Impact on education, a local non-profit focused on improving excellence, equity and innovation in the Boulder Valley School District. Tickets can be purchased through the Boulder Theater box office and online at <http://www.bouldertheater.com>.

“DBI was looking to produce an event specifically focused on downtown businesses,” said Sean Maher, Downtown Boulder executive director. “Fashion Under the Flatirons is meant to spotlight the shops, food and services available within our business district. Not only are we getting people up here for the event, we are highlighting businesses and also encouraging them to explore our downtown district to see all that we have to offer.” All attendees will receive a 20% savings card good at many of the businesses featured in the event valid March 12 – 14.

-more-

Fashion Under the Flatirons is presented by Flatirons Bank, GoodnessKnows, Studio One Dental, the Camera & 5280 Magazine and produced by Downtown Boulder, Inc.

#### About Downtown Boulder, Inc. (DBI)

Downtown Boulder, Incorporated (DBI) is a non-profit organization dedicated to continued preservation and enhancement of Downtown Boulder as the heart of the greater Boulder community. We work to maintain downtown as the center of commerce, government, culture, and leisure. DBI members support the overall vitality of downtown through public advocacy, political involvement, and community events that enhance the Boulder experience for residents and visitors. Membership in Downtown Boulder, Incorporated (DBI) is voluntary and open to any interested person or organization.  
(<http://www.boulderdowntown.com>)

#### About Impact on Education

Founded in 1983, Impact on Education is focused on improving excellence, equity and innovation in the Boulder Valley School District (BVSD) by increasing public support and engagement. In 2009, they partnered with BVSD and community organizations and businesses to promote their 25th Anniversary on school buses and to engage students in using custom Kerpoof/Disney software to create multimedia videos for a fun and instructional experience! In today's challenging economic climate, Impact is focusing more resources on students from struggling families: increasing their Opportunity Fund to help students overcome economic barriers associated with fee-based classes and extracurricular activities; working with Crayons to Calculators partners to engage the community in helping more BVSD and St. Vrain students to start school with a backpack of school supplies; supporting BVSD's School Food Project and are continuing to support innovative projects that increase student success.  
(<http://www.impactoneducation.org>)

###

#### Contact:

Terri Takata-Smith, Director of Marketing & Communications  
Downtown Boulder  
303-449-3774 | [terri@dbi.oprg](mailto:terri@dbi.oprg)  
<http://www.boulderdowntown.com>