



PRESS RELEASE

For Immediate Release

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10th Annual Dog Days of August Sidewalk Sale Celebrate DC's hottest shopping corridors: 14th and U streets

August 1st and 2nd mark the tenth annual Dog Days of August sidewalk sale along and adjacent to the 14th and U Street corridors. MidCity shops, galleries and restaurants will take their wares to the sidewalk, feature performers and special events and welcome shoppers to one of DC's most unique and dynamic retail zones. Link, owner of Home rule and Dog Days founder, says "It's a true DC event, where seasoned local shoppers – those used to a little heat - are awarded with huge savings and tons of MidCity fun!"

MidCity lies at the heart of DC. Its commercial corridors stretch down and adjacent to 14th Street from Florida Avenue to Thomas Circle and along and just off U Street from 9th to 17th Streets. Dog Days is one of the area's signature events, celebrating the greater U Street area's rich cultural heritage and exciting range of shops and restaurants.

Organized by the MidCity Business Association, Dog Days of August brings together a diverse group of businesses, developers, community and arts groups. Dog Days sponsors include Café Saint Ex, Ben's Chili Bowl, Miss Pixie's, Mitchell Gold + Bob Williams, the JBG Companies, Whole Foods, Pulp, The Studio Theatre and Advisory Neighborhood Commission 1b. "MidCity is a community where residents, retailers, arts groups and restaurant people really come together to build a strong community and a great city neighborhood. Dog Days is a great, fun event. It also shows how committed we are as a community to supporting our daytime retail and arts groups," explains John Snellgrove of Café Saint Ex, one of the event's sponsors.

Along with all the great Dog Days of August sales at MidCity retailers, the weekend will feature cultural and arts events. The Studio Theatre, at 1501 14th Street, will hold its annual Garage Sale on Saturday August 1st. On Sunday August 2, Source, at 1835 14th Street, is hosting a family Open House featuring performances and classes for people of all ages. Words, Beats and Life, a local youth organization, will hold DJ training and mural-painting demonstrations at different locations throughout 14th and U Streets.

"Dog Days is a real DC event and a great way to get introduced to one of our fastest growing neighborhoods" says Natalie Avery, MidCity BA's Executive Director. "It showcases MidCity's creative flair, independent spirit and sense of community."

Shoppers are encouraged to explore all the MidCity has to offer by making a weekend of the event. Whether it is enjoying a weekend brunch, taking in a play at one of the theatres, bringing home a treasure or two from the shops or enjoying the nightlife, you can experience it all in MidCity.

About MidCity: MidCity Business Association is a 501c6 non-profit helping the more than 500+ businesses in their service area to access resources and customers through marketing, advertising, and training. MidCity BA is managed by a Board of Directors representative of local businesses throughout the commercial district. www.midcitylife.com

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