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## NEWS *Release*

For Immediate Release:  
Tuesday, July 28, 2009

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### ***Win \$5000 Price Reduction Award on one of five downtown Condos Or Town Homes***

Rockford, IL -- The Great Downtown Open House committee, a collaboration between River District Association, The Element, City of Rockford, and several downtown residential property owners, is presenting another event this year that seeks to educate home buyers about financing opportunities and show off downtown condos and town homes available to purchase.

The event will be Wednesday, July 29, 2009 starting with a 45 minute seminar presented by Sarah Herschlag of First Northern Credit Union and Ron Clewer of The Element. Following the seminar guests will be invited to tour on their own, 5 downtown properties, to see what's available. The ***Great Downtown Open House – Seminar and Site Tour*** is sponsored by First Northern Credit Union. To register for the free seminar and site tour please call Sarah Herschlag at 815-332-9898, ext. 215.

5:30 – 6:15 p.m.	Seminar, location at The BrewHouse, 200 Prairie St.
6:15 – 9:00 p.m.	Open House, tour properties, get passport stamped, enjoy complimentary appetizers or desserts at each location
9:15 p.m.	Drawing for prizes to be held at River East Lofts, 202 N. Madison Need not be present to win.

Open House Locations (all participating in the \$5,000 price reduction award):

The BrewHouse, 200 Prairie St.  
River East Lofts, 202 N. Madison St.  
Lantow Lofts, 502 7<sup>th</sup> St.  
Bliss Building Loft Condos, 317 Mulberry St.  
Garrison Town Homes, 419 John St.

Guests will be given a passport to get stamped at each location. After guests fill out the passport with a stamp and contact information they can put it into a drawing to win one of several prizes.

The grand prize is a \$5,000 Price Reduction Award on their choice of one out 5 participating properties. 2<sup>nd</sup> prize is and Urban Living Package (Dinner for two at a downtown restaurant and stay at the River East Lofts).

**Great Downtown Open House**  
Downtown Home Buyers Fair  
July 29, 2009

**\$5,000 Price Reduction Award Rules & Regulations**

Purpose: The \$5,000 Price Reduction Award, to be used towards the purchase of a participating condo, will be awarded to one individual who attends the Downtown Home Buyers Fair on Wednesday, July 29, 2009, tours the 5 participating developments and turns in a properly completed “passport.” ONE (1) name will be drawn at approximately 9:15 p.m. The eligibility rules are defined below:

- 1) Winner MUST be at least 18 years of age or older and purchase a condo from one of the five participating developments. See back side for participating developments...
- 2) Winner DOES NOT need to be present to win.
- 3) NO purchase is necessary to register. Only ONE (1) entry per family.
- 4) Award is NON-transferable and/or NON-refundable.
- 5) Price Reduction certificate may be used when obtaining a mortgage with any lender.
- 6) No member (institutional and/or individual), employee, or member employee of the Great Downtown Open House Committee will be eligible to enter and/or win the award.
- 7) The Winner has until September 1<sup>st</sup>, 2009 to enter into a purchase agreement.
- 8) Winner acknowledges with acceptance there may be tax responsibilities associated with the value of the award.
- 9) Winner AGREES that the Great Downtown Open House Committee representatives and host agencies may publish his or her name and allow the use of said name and picture in promotional material and media coverage.
- 10) The Great Downtown Open House Committee reserves the right to add any other terms, conditions, and/or limitations that may apply provided proper notice is given to the Winner.

The mission of River District Association is to promote a growing, thriving, prosperous business and residential community in Rockford's downtown neighborhood, River District. Thank you to the 2009 Platinum Sponsor Partner: WTVO/FOX39/MYNETWORKTV; Primary Sponsor Partner: LaMonica Beverages; Sponsor Partner: Hayes Beer Distributing Co.

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