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# NEWS *Release*

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## Bars & Restaurants Cross Promotion "Come to The District on Wednesday Nights"

Rockford, IL -- 23 Bar and restaurant owners are doing something unique. They are promoting each other to attract customers to their establishments located in Rockford's downtown neighborhood, River District.

The promotion starts tonight, January 16 and will run indefinitely. This weekly event also provides an excellent opportunity for patrons to park in one spot and walk around to several establishments because of the close proximity of businesses in the urban style neighborhood. Folks can get some exercise, catch some entertainment, and enjoy a variety of food and drink specials at really low prices.

The Downtown Rockford Restaurant Bar Association (DRRBA), an affiliate of River District Association, has been meeting over the past couple of months to make plans for a weekly promotion, "The District Wednesday Nights" featuring food and drink specials. Some places will have entertainment, as well. The weekly Wednesday night promotion is sponsored by Lamonica Beverages, Rolling Rock, Stella Artois, and Jack Daniel's.

All day drink specials are \$2 Jack & Cokes, \$1.50 Rolling Rocks, and \$2 Stella Artois. Food specials vary per location. Entertainment varies and will be at some locations

Participating establishments include: 505, Bar 3, Big Cities Lounge, Brio, Café Greco, Capri, Chestnut Street Bar & Restaurant, Chocolate by Daniel, Deli Italia, Irish Rose Restaurant, J Bears, Kiwi Café & Bar, Krypto Music Lounge, Kuma's, Mary's Place, Oasis, Octane, Office NiteClub and Show Lounge, Rue Marche, Serrano's Mexican Kitchen, Swilligan's the Pub, Vinny's on Block Five,

The mission of River District Association is to promote a growing, thriving, prosperous business and residential community in Rockford's downtown neighborhood, River District.

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