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## Get to Downtown Longmont on Friday, February 10 Cabin Fever event to highlight local business and launch of new LDDA Website

LONGMONT, CO – Downtown Longmont is opening its doors for a night of fun and entertainment on Friday, February 10 with its Cabin Fever themed 2<sup>nd</sup> Friday event. Escape the post holiday doldrums and get out of the house for a great evening downtown. From 6-9pm on the 2<sup>nd</sup> Friday of every month Downtown Longmont comes alive with art gallery openings, live music performances, in store promotions and great dining experiences. The Longmont Downtown Development Authority (LDDA) is committed to supporting local business and local artists throughout the year with a featured event happening every Friday night with a larger different themed event on 2<sup>nd</sup> Fridays. February 10 also marks the launch of the new LDDA website which will be re-loaded and re-vamped to be *THE* online destination to find all things in Downtown Longmont.

Fashion Week comes to Downtown Longmont as well on that night with our Downtown Retailer Runway Show at 372 Main St. and Fashion in Action at the intersection of 5<sup>th</sup> Ave and Main St. With the opening of three exciting clothing retailers in 2011 downtown is the destination to find new fashion that not everyone else is wearing. Join us at 7pm for a retailer showcase featuring styles from Apparel Valley, Divine Divas, The Department of Clothing, Old Town Outfitters and The Orange Door with accessories and demos by Adornables, Brown's Shoe Fit Co. and Dance Dimensions. Wine tasting from Augustina's Winery completes what is sure to be a tremendous show. Step outside on that night as well to see outdoor Fashion in Action with music, fire barrels and scheduled demos by Sol Skateboards and Old Town Outfitters. Participating retailers will also be offering 20% off sales the entire day – see individual stores for details and limitations.

The excitement continues throughout downtown with art shows and openings at The Great Frame Up, the Muse Gallery and Pecha Kucha Night at the Firehouse Art Center. Stay downtown longer with extended hours at numerous downtown retailers and grab a bite before, after, or both at one of our great local restaurants. Remember to join us every Friday night in Downtown Longmont for new and exciting promotions and activities and bring your friends, family and neighbors for a great night out. Visit [www.downtownlongmont.com](http://www.downtownlongmont.com) for the most up to date details and information.

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For more information visit [www.downtownlongmont.com](http://www.downtownlongmont.com), call 303.651.8484 or e-mail [jeff.simcock@ci.longmont.co.us](mailto:jeff.simcock@ci.longmont.co.us).