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CONTACT: Jennifer Stein, 623-930-2958
Public Relations Office

NEW SHOP GLENDALE DISCOUNTS ADDED JUST IN TIME FOR VALENTINE'S DAY

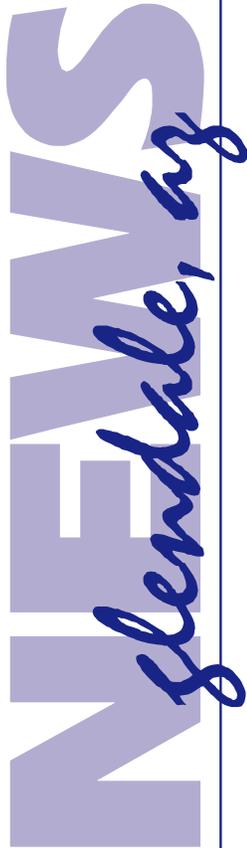
GLENDALE, Ariz. – If your heart is looking for something special this Valentine's Day, join tens of thousands and get your Shop Glendale card and save some money! The city's Shop Glendale promotion offers year-round shoppers discounts at a multitude of Glendale businesses and has added many Westgate City Center restaurants and retailers this month.

The new Westgate businesses include: Just Sports, McFadden's, My Big Fat Greek Restaurant, Margaritaville, Ocean Blue Frozen Yogurt, Ridemakerz, Runway Royalty, The Shout House, Sunglass Station and Which Wich. These additions bring the total of Shop Glendale businesses to more than 50.

Participants can pick up their red Shop Glendale card at the Glendale Visitor Center and receive a list of participating merchants. Shoppers may also download the card at www.visitglendale.com. About 2,300 shoppers have taken advantage of this convenient online service that also lists participating businesses.

Those who are able to stop by the Glendale Visitor Center may enter for a chance to win a monthly drawing for a gift certificate to one of the many participating merchants and take a free spin on the Shop Glendale prize wheel.

The Glendale Office of Tourism's Shop Glendale program encourages residents and visitors to choose Glendale as the location to spend their shopping, dining and activity dollars in an effort to bolster the economy. The program also promotes spending in Glendale, as the sales tax collected supports critical city



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City of Glendale
5850 W. Glendale Ave.
Glendale, AZ 85301
(623) 930-2960
www.glendaleaz.com

services.

"We are one of few cities that offer a shopping discount card that is measurable," said Lorraine Pino, Glendale Tourism Manager. "Nearly 30,000 cards have been distributed since the program launched in July 2009, showing Glendale residents and visitors have a strong desire to shop in this community."

For more information, call the Glendale Visitor Center at 623-930-4500, or visit our Web site at www.visitglendale.com.

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