



Dec 2010

# 4<sup>TH</sup> STREET NEWS

## The 4<sup>th</sup> Street Business Revitalization Zone

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## Business Of The Month



**2312A 4<sup>th</sup> St. SW**  
**403.453.1134**

Crufts is a bakery specializing in cream puffs to indulge the cravings of cream puff lovers.

The shells are baked daily to maintain freshness and crisp texture; and have a variety of delicious custard cream fillings, such as vanilla, hazelnut chocolate, strawberry, lemon, coconut, banana and more.

Come and treat yourself to our unique and fun cream puffs or share them with your family and friends. You can create your own flavours by mixing 2 different flavours into the shells, ie: coconut chocolate, strawberry chocolate and so on. There are regular size and mini size to seize your craving. Come and experiment with your own cream puffs at Crufts!

Take a puff! Discover our mouth watering selection of cream puff and panekoek. Make Crufts your choice for the Christmas holidays!



## We're FINALLY Social



Both the 4<sup>th</sup> Street Lilac Festival and the 4<sup>th</sup> Street BRZ now have twitter and Facebook pages.

### 4<sup>th</sup> Street BRZ

Facebook – “like” us under searching the 4<sup>th</sup> Street BRZ.

On this page we will be posting your information on upcoming events, new businesses in our area and City of Calgary news. It will be a great place to be connected to your neighbours on 4<sup>th</sup> Street.

Twitter - @4thStreetYYC

Twitter is now the up to the minute information stream on the day to day activities on 4<sup>th</sup> Street. We will also be “retweeting” your tweets when you start following us -and -having #FF (FollowFriday) on businesses located in our area.

### Lilac Festival

Facebook – “like” us @ [www.facebook.com/lilacfestival](http://www.facebook.com/lilacfestival)

On this page we have posted pictures from last year and will be doing some amazing contesting and promotion of the upcoming 2011 event. Keep tuned into some great stuff coming here.

Twitter - @lilacfest

Twitter is our up to the minute update on all things Lilac Festival. We will use this platform to announce deadlines, PSA's and real time updates about our event.

If your business is online with Facebook and Twitter let us know by emailing [Jennifer@4streetcalgary.com](mailto:Jennifer@4streetcalgary.com) with your URL



# Late Night Ride Home Stands

# Memorial Park Library

## Ever been in the Centre City and found yourself looking for a way to get home?

Well, The City of Calgary has heard your call and together with our partners in area BRZs, the taxi, restaurant and bar industries, we've come up with an idea!

It's called a **Late Night Ride Home Stand**, and essentially they are places where taxis can line-up and wait for customers. Twelve are being installed at various locations throughout the Centre City – all conveniently placed near entertainment spots for convenience and safety.

The **Late Night Ride Home Stands** will be up and running on **Thursday, December 16, 2010** and will be operational between the hours of **10 PM and 3 AM** on **Thursday, Friday and Saturday nights**.

Look for this sign:



January 2011

### ESL Conversation Club (Intermediate)

Practice your English listening and speaking skills, and learn about the Library's many resources.

Mondays Jan. 31 to Mar. 28 2:30-4:30pm  
Registration required

### Drop-In French Storytime with Alliance Francaise

Join facilitators from Alliance Francaise for stories, songs, and activities in French. Histoires, comptines, et activites en francais.

Last Saturday of each month Jan. 29, Feb. 26, Mar. 26, and Apr. 30 10:30-11 am  
Ages 2-5 with a parent/caregiver  
11:15-11:45am Ages 6 and up

### January – April 2011 Programs

Watch for new program guides available in branches and online after the middle of December. Registration begins Dec 20<sup>th</sup>.

## Taxi Stand Locations

To find a taxi, go to one of the Late Night Ride Home Stands near:

- 1 Murieta's West Coast Grill
- 2 West Restaurant & Bar
- 3 Bankers Hall
- 4 Vinyl Retro Dance Lounge
- 5 355 Mansion & The Whiskey
- 6 The Keg Steakhouse & Bar
- 7 Hudson's Canadian Tap House
- 8 Local 510
- 9 Ship & Anchor Pub
- 10 Metrose Cafe & Bar
- 11 Metropolitan Grill
- 12 Morgan's Pub



On behalf of the 4<sup>th</sup> Street Business Revitalization Zone  
We wish everyone a safe and joyous holiday season!