



Jan 2008

4th Street News

The 4th Street Business Revitalization Zone

P. 403.229.0902 F. 403.228.1889

420 - 1711 4th Street SW T2S 1V8

E. info@4streetcalgary.com 4streetcalgary.com

Business Of The Month



2nd floor
320 - 1800 4th St. SW
244-yoga (9642)

Start off the New Year with a fresh state of mind. Yoga is now acknowledged as the purest form of meditational exercise, creating a blank canvas for the mind to become calm and focused. We offer Ashtanga Yoga, Vinyasa Flow and Yin Yoga, all of which use a combination of movement and posture synchronized with the breath. Flexibility, stamina and complete relaxation are developed as are balance and concentration.

Promote mental focus bringing a sense of inner peace and calm

Increase vitality and flexibility

Improve strength

Lengthen muscles

Find a complete list of events and workshops on the website at www.yogasantosha.ca

Lilac Festival 2008



The registration forms for 4th St. business owners have been mailed out. You should receive them by Jan 21st.

Regular vendor registration packages are now on our website for the 2008 Lilac Festival.

Any 4th Street business requiring special event space, including patio extensions **must** submit requests to the BRZ office by March 1st. **Please complete the following steps:**

1. Make drawings of the proposed extension with measurements, seating, etc.
2. Submit drawings & letter of intent to the BRZ office for approval. Letter of intent should include type of fencing, security being used and hours of operation.
3. Once approval from the BRZ is obtained you must take the drawings, intent letter and BRZ approval letter to the AGLC to obtain your permit. **You must have this patio extension permit for AGLC in order to expand your patio**

Want to get more exposure at Lilac Festival?

Become a sponsor or purchase advertisement space!

There are many options available. Call the BRZ office for details.

February 2008

Calgary Celebrates Reading - Great Reads: Staff Favorites

Hear about some of the best picks from our shelves.

Sat. Feb. 23 11:00am – Noon

Learn English at the Library (Beginner/Intermediate)

Designed for new Canadians and presented in partnership with the YWCA. A non-refundable fee of \$35 is payable at the time of registration.

Wednesdays Feb. 6 – Mar. 19 5:30 – 7:30pm. Register in person

Computer Literacy

Saturdays 10:00 – 11:30am

Introduction to Microsoft Excel – Feb. 2

Internet Part 2 – Feb. 9

Intro to Microsoft Word – Feb. 23

Cyber Seniors – join us for a four-week session of classes that teach computer basics in a relaxed, self-paced style.

Ages 50+ Thursdays Feb 21 – Mar 13
10 -Noon

Cold and Bored?

Need a way to pass those cold winter evenings? Here's how to find great DVDs at the library: 1)go to calgarypubliclibrary.com 2)look under "Find it Fast" on the right side of the homepage 3)click on "New Arrivals and On Order: Books, CDs and DVDs" to view the most recent arrivals **OR** 1)look under "We've Got It" on the right side of the homepage 2)click on "Video/DVD" 3)scroll down to find lists for kids, adults, other languages, and information on how to search the catalogue for DVDs.

New For 2008



The experience formerly known as Downtown Calgary Dining Week has expanded to include seven delicious dining districts including yours. Now known as Dine Out Calgary, presented by American Express. This new and exciting event will feature restaurants from Downtown, Kensington, Uptown 17th Ave, 4th Street Inglewood, Marda Loop and Victoria Crossing.

CBIZ will promote the event to the general public; all you have to do is offer a great menu.

Step 1 – feature a set lunch and/or dinner menu at a fixed price of \$15.00, \$25.00 or \$35.00 (beverages, tax and gratuity are extra)

Step 2 – provide the menu offered and restaurant description by February 4th to be posted on the Dine Out Calgary website.

Step 3 – provide a gift certificate for dinner for 2 (minimum \$50.00 value) to be used for extra promotion with Media partners.

You do have to accept American Express. Learn how accepting American Express can help you grow your business. Contact Robert Gamble, Manager Business Development, at 403-228-1440, 1-800-599-9824 or email robert.g.gamble@aexp.com

For additional information please contact Caralyn Macdonald, Downtown Calgary, at 215-1567 or the 4th Street BRZ office.