



4TH STREET NEWS

June 2007

4th Street Business Revitalization Zone
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Thanks To All

The 2007 Lilac Festival was once again a huge success. Good times were had by all.

We wish to thank all the volunteers, sponsors, vendors, performers & especially the 4th Street Business owners for their support.

Without all of you the 4th St. Lilac Festival wouldn't be Calgary's Best Free Event for the 10th consecutive year in a row!

Best Of Calgary



Illustration: Kendyl Lauzon

Once again FFWD Weekly announced the winners from their reader selected city's best.

With Lilac Festival taking # 1 for the Best Free Event and # 2 for the Best Festival, the 4th St. BRZ is also very proud to have numerous 4th Street Business included on the "Best Of" list.

Decidedly Jazz Danceworks is the Best Dance Company and Sloth Records is the Best Place to buy vinyl. You can find the Best magazine selection at With The Times and Calgary's Best DVD store is Casablanca Video.

Henry is considered Calgary's Best men's clothing store. You'll need to take care of those new duds so go to the 2nd Best Laundromat in the city and wash your clothes.... O'Henry Laundromat and Drycleaners on 18th Ave.

Did you know that 4th Street has the coolest hole-in-the-wall? It is A Bar Named Sue. The Best brewpub to hang out and have a cool one at is at Wildwood Pub & Grill. Following your stop at each of these establishments you can head over to Ducky's Pub.....it's the Best place to karaoke!

After a late night out the Best breakfast can be found at Nellies (also 2nd for Best brunch if the early morning is too difficult).

Breakfast isn't your cup of tea? You can get the best burger at the Burger Inn who just happens to have taken 2nd for the Best veggie burger as well. Why not try Le Chien Chaud who took 2nd in Calgary for the Best hotdog.

Mercato has the Best Italian and Ouzo Greek Taverna undoubtedly serves the Best calamari in Calgary.

Wow, Calgary sure loves 4th Street!

**Don't forget about Father's Day
Sunday June 17th!**

Why not make reservations for dinner at one of Calgary's favorite restaurants?

Check our website: 4streetcalgary.com
Click on directory and then search restaurants

Memorial Park Library

1221 2nd St. SW
221-2006

Rumor Has It There Is A New Business on 4th St.

JULY 2007

Author Reading

The Intrepid Explorers by Ernie Lakusta

Enjoy the explorations of James Hector in the Canadian Rockies. Held in conjunction with the annual Historic Calgary Week.

Tues. July 31 - 7:00 - 8:30pm

No registration required

ESL Conversation Club

New Canadians with intermediate ESL skills can practice English listening and speaking in small groups.

Mondays July 9 - August 20 - 2:30 - 4:30pm

For Kids...Pirate Pursuit!

Sail the high seas of adventure with the 2007 Calgary Co-op Summer Reading Adventure.

Collect a new chapter every two weeks and get set for a swashbuckling summer of reading and prizes. Grand prize is a portable DVD player!

Volunteer Opportunities

Volunteer at the Calgary Public Library and make a difference! Volunteers help bring a universe of information and ideas to those who need it most. To find out about exciting volunteer opportunities for all ages go to www.calgarypubliclibrary.com and click on "Volunteer".



Rumors is a new individual concept retailer in trendy uptown area of Calgary!

They carry casual clothing, fits, sneakers, toys from all over the world and are all exclusive to Rumors at Calgary! Rare find and unique styles are to be found at Rumors. Rumors is not just a retailer, they are also a concept store and will be actively collaborating with Calgary local artists in next couple of months in small exhibitions, toys design, T-shirt design, etc!

Long story short, let's start the RUMORS!

Located at:
1905 - 4th Street SW

Stop by & see Chris, the Store Hours are:

Monday ~ Wednesday: 11am ~ 6pm
Thursday~Saturday, Sunday: 11am ~ 7pm

calgary
social purchasing portal

Cause-Related Marketing for Your Business

One of the newest trends in marketing a business is to associate with a charitable cause by linking sales of products or services directly with a donation. You can promote to your customers that with each sale of one of your products/services it will also generate a fixed dollar donation to a charity or a percentage of your profits from the sales of will be donated. You will want to make sure to explain in detail about the charity and why it is important to your business to support them, as well as ensuring you pick a charity that fits with your businesses area of expertise. If this area of business practice is of interest to you, please email the Social Purchasing Portal at info@sppcalgary.org and they will take a look at organizing a workshop to help your business do this efficiently.