

NEWS FOR CALENDAR SECTIONS

Contact: Bayside District
310.393.8355

For Immediate Release

Halloween Fun Scheduled for Downtown Santa Monica Oct. 29 to 31

Santa Monica, CA (October 2005) – Kids are invited to Downtown Santa Monica for fun and free Halloween activities. Spooky fun holiday events begin **Saturday, October 29** for three days.

Tawni's Ponies & Petting Farm will bring farm life to the city with pony rides for children at the Third Street Promenade (near Broadway) on **Saturday from 1 to 4 p.m.** There also will be a petting farm that gives children another opportunity to interact with farm animals "up close and personal." Among the visiting animals will be chickens, ducks, goats, sheep and a pot-bellied pig. The pony rides and petting farm are free activities for the public.

Starting at 4 p.m. on the Pier, kids can Trick-or-Treat in their Halloween best, "haunting" the shops and restaurants of the "Haunted Pier" for candy and more. **There will be a costume contest** open to all ages starting at 5 p.m. Prizes will be awarded for the Scariest and Most Outrageous costumes, among other categories.

At 6 p.m., the Santa Monica Drive-In at the Pier will present a special showing of "Beetlejuice," Tim Burton's unique and ghostly ride with Geena Davis, Alec Baldwin and Michael Keaton. Free tickets required for entry are available at all Santa Monica LAcarGuy dealerships and at Santa Monica Visitors' Centers.

On **Sunday, October 30, between 1 and 4 p.m.**, kids can visit **Pirate's Pier Mini Golf** located at **Pacific Park on the Santa Monica Pier** and enjoy a free round of Mini-Golf and 25 percent off on *Unlimited-Ride-All-Day Wristbands* at Pacific Park, with coupon presentation. Coupons can be found in the October issue of the *Bayside Beat*, the newsletter of the Bayside District Corporation. On **Halloween Day, Monday, October 31, "Trick or Treating"** is scheduled at **Santa Monica Place from 4 to 7 p.m.**

The world's most popular ghost, Casper®, and his friend Wendy™, the Good Little Witch, will be at each of the scheduled events beginning Saturday at 2 p.m. on the Third Street Promenade. Casper and Wendy are working to ensure a safe and fun Halloween 2005 by encouraging kids, tweens and teens to "Be Seen on Halloween." On Sunday, look for them at the **Pirate's Pier at Pacific Park on the Santa Monica Pier** and on Halloween at **Santa Monica Place**. There will be opportunities to win Casper DVDs and other spooky giveaways throughout the scheduled activities.

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At each of the events, kids can pick up a Trick-or-Treat for UNICEF collection box. Kids can be a True World Hero this Halloween by helping kids here at home and around the globe through participation in the time-honored and beloved Trick-or-Treat for UNICEF program. Half of the proceeds from the 2005 Trick-or-Treat for UNICEF campaign will be used to help Hurricane Katrina's youngest survivors.

ABOUT UNICEF

Founded in 1946, UNICEF helps save, protect and improve the lives of children in 157 countries through immunization, education, health care, nutrition, clean water and sanitation. UNICEF is nonpartisan. In everything it does, the most disadvantaged children and countries in greatest need have priority. For more information about UNICEF or to make a donation, visit unicefusa.org or call 1.800.4UNICEF.

PHOTOS AVAILABLE





Contact: Maria Fotopoulos
310.393.8355

For Immediate Release

OPCC Receives Grant from Bayside District Corp. Dolphin Change Program at Westside Shelter and Hunger Coalition Success Breakfast

Santa Monica, CA (September 23, 2005) – Today OPCC, formerly the Ocean Park Community Center (opcc.net), received a \$5,000 grant on behalf of Marianne Dorn and the Dolphin Change Program of the Bayside District Corporation. The grant was awarded at the Tenth Annual Westside Shelter and Hunger Coalition Success Breakfast.

The Success Breakfast honors individuals who were formerly homeless and have built lives of self-sufficiency. The breakfast was held at Bergamont Station.

The Dolphin Change Program offers an alternative to direct giving for Santa Monica visitors who want to assist panhandlers and the homeless.

This is the fifth year a grant has been awarded on behalf of Marianne Dorn. The Marianne Dorn Trust made a significant contribution to the Dolphin Change Program and Bayside District Corp. in 1998. A memorial grant is awarded annually in Dorn's name from this bequest.

Dolphin banks designed by sculptor Peter Ehrlich are located on the Third Street Promenade, the Santa Monica Pier, Main Street and Ashland, and the Canyon Charter School. Funds collected at the banks have been distributed in the form of annual grants to a variety of social service organizations. Since 1993, \$120,000 in grants has been awarded.

OPCC is a network of shelters and services for low-income and homeless youth, adults and families, battered women and their children and people living with mental illness. Among OPCC's main programs are the Access Center, Champion Mental Health, Daybreak Day Center and Shelter, k9 connection, Night Light, Safe Haven, Samoshel, Shwashlock, Sojourn Services for Battered Women and Their Children and Turning Point. The Dolphin Change Program grant made on behalf of Marianne Dorn will go towards general operations for the Daybreak Day Center and Shelter.

The Westside Shelter and Hunger Coalition (westsideshelter.org) works to address the needs of the growing homeless population. The coalition of more than 25 human services, faith-based organizations and government agencies coordinates services, education and advocacy for homeless and hungry people in the western part of Los Angeles County.

The Bayside District Corporation is a nonprofit that manages the daily operations of Downtown Santa Monica and Third Street Promenade, a major Southern California outdoor shopping destination.



Contact: 310.393.8355

For Immediate Release

Kenzie, Hard Tail Open Retail Locations in Santa Monica *– First Retail Location for Hard Tail –*

Santa Monica, CA (May 20, 2005) – Scheduled to open today is women’s and girl’s contemporary clothing retailer, **Kenzie** (www.kenzieclothing.com | 310-587-2180), at 1417 Third Street Promenade. The Washington-based retailer opens this first California store in a 3,700 square-foot space formerly occupied by gift store Noteworthy.

Targeted to the “twenty something” crowd, **Kenzie** chose to open on the popular Third Street Promenade, because “the street’s energy reflects the energy of our brand; the open air environment of the Promenade has hints of a European shopping experience – but captures the Los Angeles style,” said Lani Karls, vice president of Kenzie.

Also scheduled to open later this month is **Hard Tail** (hardtailforever.com | 310.393.8787), which will open its first retail location at 1322 Third Street Promenade in 6,400 square feet.

Now sold throughout the United States and in 32 countries, **Hard Tail** is known for sportswear “that goes beyond the traditional workout gear,” according to Dick Cantrell, owner. The clothing line for men and women is geared towards the physically fit. The company name, Hard Tail (lingo for “muscular tush”), was coined by a fellow fighter pilot from Cantrell’s Air Force days. The Air Force motif comes through in the line as well through the use of the star graphic in the company logo.

Cantrell’s Hard Tail manufacturing operations have been based in Santa Monica for the last 13 years, and all merchandise is made in the United States. Prior to opening his business in Santa Monica, Cantrell opened and operated four San Francisco retail stores and then six retail stores in Hawaii.

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Several other new businesses have opened in Santa Monica recently. Among them are:

Color Blast Café (haircafe.net | 310.393.0444), 1423 Fifth Street, is a unique combination stop for Austrian pastries and espresso drinks, hair salon services and color light therapy. The light therapy section at **Color Blast Café** features the latest light therapy equipment from Canada and Europe. The concept is to use color to promote health and healing. Color therapy sessions are in 30-, 45- and 60-minute intervals and include a complimentary beverage, seclusion in an “Egg Chair” and headphones.

Inner Living (innerliving.net | 310.394.5373), 531 Santa Monica Blvd., is a high-end, yet affordable, home furnishings boutique shop that specializes in custom furniture. Additionally, their interior designers, who have a combined 28 years of experience, are available to offer full-service design expertise. **Inner Living** carries an array of styles from traditional to contemporary and everything in between to help shoppers create that special harmony, balance and beauty they’re seeking for home or office.

Owner Shannon Michelle, who has been in business for 14 years, was searching for a larger space when she saw the corner location at Sixth Street and Santa Monica Blvd., opposite the new Santa Monica Library. With Inner Living’s move from Montana Avenue, Michelle tripled the space for her new shop and showroom.

Maui Hands (mauihands.com | 310.394.1314), 1431 Ocean Avenue, #A, is a Hawaiian art gallery and fine craft store, featuring the work of more than 275 Maui artisans, artists and jewelers. **Maui Hands** offers a diverse selection of Hawaiian paintings and prints; gold, silver, beaded and nature jewelry; exotic Hawaiian woods; basketry; ceramics; iron and copper sculpture; Hawaiian photography; blown glass; and small handmade gift items. Co-owner Rob Kerr plans to periodically bring in visiting artists and host special events, including a once-a-month *Aloha Fridays* “meet & greet” activity. This is the first mainland location for Maui Hands, which operates four stores in Hawaii.

Ezai Floral Design (ezaiflowers.com | 310.360.1410), 1332 Fifth Street, specializes in unique flower arrangements for a variety of occasions.

An area with an outstanding mix of hundreds of small and corporate retailers, salons & spas, movie & live theaters and street entertainers, as well as cafés, coffee houses, casual dining and top-tier restaurants, *Third Street Promenade and Downtown Santa Monica* are managed by the Bayside District Corporation, a nonprofit entity. More information is at downtownsm.com.



DOWNTOWN SANTA MONICA
& THIRD STREET PROMENADE

– Media Alert –

What: The 13th Annual Senior Day on the Promenade

When: Thursday, May 12, 2005

9 a.m. – Seniors register for event

10 a.m. – Free movie at the AMC, “Something’s Gotta Give”

Noon – Lunch served to seniors

Noon to 2 p.m. – Music & Dancing

Note: Schedule may be subject to change.

Where: **Third Street Promenade**, between Arizona Avenue and Santa Monica Boulevard, Santa Monica

Why: Senior Day is one way to recognize the important segment of the Santa Monica community 60 years of age and above.

The event coincides with “**Older Americans Month**,” designated by the Department of Health & Human Services / Administration on Aging (AoA). The AoA’s theme for the month is “**Celebrate Long Term Living**” and was chosen to recognize and honor “the valuable contributions of older persons to their communities as they age.”

Who: **Three hundred seniors** hosted by the Bayside District Corporation and the Santa Monica Commission for the Senior Community.

Contacts: Bayside District Corporation, 310.393.8355

Best Photo Opp. Dancing seniors, Third Street Promenade, 12:45 to 1:30 p.m.



For Immediate Release

New Businesses Join Downtown Santa Monica, Third Street Promenade Community *– Upscale Fitness, Urban Steaks Among New Offerings –*

Santa Monica, CA (December 30, 2004) – Just in time to help redress the excesses of the holidays comes **Equinox** (www.equinoxfitness.com), a new three-level fitness facility with world-class trainers, state-of-the-art equipment and a variety of workout classes in 33,000 sq. ft.

The new facility just opened at Second Street and Santa Monica Blvd. (310.593.8888) is the third club for Equinox in the Los Angeles area and the 23rd location for the New York-based company.

“Equinox offers a true quality fitness program under one roof,” according to Mark Myers, Equinox membership advisor. “You can come to one place and really get variety.”

The architecturally unique space includes strength and conditioning workout areas, a yoga-only studio, spinning classes and a main studio for ballet, boot camp and pilates, among other fitness offerings. Equinox also sports a full café and juice shop, a kids’ club, locker rooms with full amenities, a wet steam room and a full-service day spa. Fitness attire and accessories will be available for sale as well.

“Equinox is expected to draw an upscale clientele and keep people working in the Downtown longer and bring people into Downtown for that specific use,” said Rob York, a retail consultant for the Bayside District Corporation.

Also opening this week is **Boa Steakhouse** (www.boasteak.com) at 101 Santa Monica Blvd. (310.899.4466). The contemporary American steakhouse features 43 wines by the glass and all prime dry-aged beef served in a hip, sophisticated urban environment.

Santa-Monica based **Hard Tail** (www.hardtailforever.com), named the “best young contemporary resource” at the recent Dallas Fashion Awards, is scheduled to open its first retail store and flagship in 6,400 sq. ft. at 1322 Third Street Promenade in late January. Retailers throughout the United States and in 32 countries sell the Hard Tail line of active sportswear for men and women.

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New Santa Monica Businesses

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Several other businesses have opened in the past month. Among them is **Club Monaco** (www.clubmonaco.com), 1225 Third Street Promenade (310.260.2851). The Promenade store is one of 65 U.S. and Canadian stores for the international chain that carries clothing and accessories for men and women.

New too to Downtown Santa Monica is **Skinny Minnie** (www.skinnyminnie.com) at 1435 Third Street Promenade (310.394.9992). This is the first retail location for the clothing maker recognized by its signature tees with their unique images conjuring time periods past.

Another clothing seller, **Basement the \$10 Store**, has opened off the Promenade at 1420 Fourth Street (310.460.2340) with fashionable merchandise for the price conscious.

Kidrobot (www.kidrobot.com) brings its unique vision of the world to 1435 Third Street Promenade (310.576.7766). Kidrobot was among the first companies to introduce urban vinyl and plush toys to the U.S. market.

“These toys are a perfect merging of the commercial and fine arts,” according to Paul Budnitz, the founder of Kidrobot and Kidrobot.com.

Austin-based **Wild About Music** (www.wildaboutmusic.com) has opened a store at 1450 Second Street between Santa Monica Blvd. and Broadway (310.899.3114). The store is dedicated to entertainment-themed art and gifts. At Wild About Music are original paintings and limited edition prints by more than 50 national, international and local artists, as well as musicians such as Bob James and Jerry Garcia. Specialty and accessory lines available include Fender, Dragonfly and Wild About Music. Wild About Music plans to host special events, live music performances and art shows in part of their 7,000 sq. ft. space, as well.

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Contact: Bayside District
Maria Fotopoulos
310.393.8355 or 310.990.1807 (c)



Destination 90401: **27 Things to Do in Downtown Santa Monica**

Santa Monica, CA (November 22, 2004) – There’s always something going on in Downtown Santa Monica – a world-class shopping, dining and entertainment destination – and Third Street Promenade – a busy open-air pedestrian street drawing a mix of tourists and locals, street performers and artists.

To help visitors coming from across town or across country, the Bayside District Corporation has compiled a “short list” of just a few of the many varied offerings from this Southern California City by the Sea.

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- 1. Catch a performance of *Puppetolio at Santa Monica Puppet & Magic Center*, a show for all ages. After the show, see the workshop and the museum’s hundreds of puppets.**
310.656.0483
 - 2. Illusion, sleight-of-hand and comedy await** you at the 40- or 150-seat theaters of Magicopolis, serving up magic since the 1998 opening with the Penn & Teller team.
310.451.2241
 - 3. Spend an afternoon browsing bookshelves of *Hennessey & Ingalls*, where 10,000 square feet are devoted to an amazing selection of arts, architecture, fashion and furniture, and graphic and interior design books.**
310.458.9074
 - 4. Pick one of 100 flavors of Italian-style ice cream** from the familiar to the exotic at Angelato; then grab a seat on the Promenade and watch the varied cast of passersby.
310.656.9999
 - 5. Home to a big British expatriate population**, Santa Monica carries on the great tradition of afternoon tea at Tudor House and Ye Olde Kings Head; take a little bit of Britain home too from their shops stocked with English goods.
310.451.4107 / 310.451.1402
 - 6. Visit the greenest building in the country!** The Robert Redford Building is home to the Natural Resources Defense Council’s Southern California offices. Check up on the world and your environment at the first floor action center open from 11 a.m. to 5 p.m. Mondays to Fridays.
310.434.2300

- 7.** Step into the Victorian era at **Angels Attic, a museum of antique dollhouses, miniatures, toys and dolls**. Here you'll discover unique works from England and Germany – a Palladian-style house, a European villa, the dollhouse of the author of “Heidi” and miniatures of doll, toy and oriental shops.

310.394.8331
- 8.** From a Rubick's Cube-solving juggler to an escape artist to the silver pantomime, a harpist, bucket drummers, breakdancers and a variety of excellent singer / songwriters, you never know who of **1,000 street musicians and artists** will be performing on the Third Street Promenade for your enjoyment ... and tips!
- 9. Indulge your chocolate cravings!** Premium Belgian chocolate shop Leonidas Chocolate Café sells scrumptious *pralines* (in Belgium, Luxembourg and the Netherlands, “praline” indicates any filled chocolate candy), coffee drinks and luxurious hot chocolate – think Johnny Depp in *Chocolat*!

310.917.4496
- 10.** One of the best deals in town at just \$5 is **a night at the Comedy Underground** (between Third & Fourth streets, just south of Wilshire) for improv & standup.

310.451.1800
- 11. Check out local and traveling blues bands** at the oldest blues club on L.A.'s West side at Harvelle's.

310.395.1676
- 12. Think Polynesia!** In a comfortable, open-air tropical lounge, enjoy the light fare of Kai's Island Tapas menu.

310.434.1511
- 13. View some of the best in independent film** at Laemmlé's Monica 4-Plex on Second Street.

310.394.9741
- 14.** Learn to **cook like a pro with the help of classes at Sur La Table** offered throughout the year – everything from Cookies 101 to Thanksgiving desserts, Italian classics and sushi made easy.

310.395.0390
- 15. Experience the most elegant raw food preparations at Juliano's Raw Planet**, a restaurant headed by Juliano, who's been called a cross between a chef and a guru!

310.587.1552
- 16.** Julie Andrews, George Carlin, Jamie Lee Curtis, Doris Roberts, Ray Bradbury ... these are just a few of the **celebrity authors** who have appeared at Third Street Promenade bookstores. Many book signings and children's readings are on the calendar monthly!
- 17.** An Ocean Avenue historical landmark of Art Deco design, the **Georgian Hotel was one of the area's first speakeasies** during Prohibition, drawing stars such as Clark Gable, Carole Lombard and Fatty Arbuckle. Book a stay to fully appreciate the hotel and its charming porch for breakfast or an afternoon cocktail.

310.395.9945
- 18. Devote 90 minutes exclusively to you** with a yoga class at one of two Bryan Kest's Power Yoga locations. Classes offered on a donation basis.

310.458.9510
- 19.** No yoga clothes to participate in #18? Not a problem. **Shop lululemon athletica for yoga-inspired athletic apparel.**

310.319.3550
- 20. Walk the Design Walk.** Walk the neighborhood and explore the best in this hub of design studios from Boffi, Design Within Reach, Dolce Dormire, Knoll, Shelter and Vitra.

- 21. Shop the multiple unique, fashion-filled boutiques** in the Fred Segal compound on two blocks of Santa Monica Blvd. **310.319.9527**
- 22. Order a latté while you have a personal CD burned** at the first Starbucks / Hear Music combo. **310.319.9527**
- 23. Experience a little bit of France in Southern California. Café Crepe, a French import via Canada, serves more than 40 types of crepes,** the 24-hour food! **310.576.0499**
- 24. Can't get enough of the French thing?** There's also Acadie Handcrafted Crepes on Arizona. After creating crepes at a local farmers' market for eight years, Thierry and Isabelle Boisson opened Acadie where it's all crepes all the time! **310.395.1120**
- 25. Get tickets for live theater** at the City Garage Theater and Santa Monica Playhouse. **310.319.9939 / 310.394.9779**
- 26. Try salsa dancing at Monsoon Café in the lounge** starting at 8 p.m. on Wednesdays or swing dancing on Sundays starting at 7:30 p.m. **310.576.9996**
- 27. Bring home fresh flowers for your home and fresh produce from the fields of California when you shop Farmers' Market** Wednesday and Saturday mornings.

The Bayside District Corporation (BDC) is a nonprofit that manages Downtown Santa Monica and Third Street Promenade. For more information, visit downtownsm.com.

Contact: Maria Fotopoulos at BDC, 310.393.8355



For Immediate Release

New Food Choices, Dining Experiences are Coming to Downtown Santa Monica, Third Street Promenade

– Belgian, French, Island and Italian Cuisine Among Seven New Offerings –

Santa Monica, CA (July 19, 2004) – The Belgians are coming to Santa Monica, bearing chocolates, fresh-baked bread and the community table, while the Canadians are bringing French crepes, *le baguette* and the European café tradition. Several other exciting new dining offerings are coming this summer to the seaside city as well.

Le Pain Quotidien and Community Table, Leonidas Chocolate Café, Café Crepe, Angelato Café, Kai, Barney’s Beanery and Panera Bread are the newest culinary offerings scheduled to open at the popular destination location, **Downtown Santa Monica and the Third Street Promenade**.

A bakery and café originated in Belgium, Le Pain Quotidien and Community Table (www.painquotidien.com) will add its fourth Los Angeles area location when it opens a store this week at 316 Santa Monica Blvd. between Third and Fourth streets in the space formerly occupied by Dee’s Diner.

The 1,500 square foot space retains the brick wall from the former diner and complements **Le Pain Quotidien’s** design theme, which harkens back to a bakery of yesteryear. The style embodies founder Alain Coumont’s principles of authenticity, conviviality, quality and simplicity. The café, based around a communal table, will sell breads and pastries that are all certified organic, and baked locally at the direction of a Belgian chef. Grown in Peru and roasted in Belgium, the coffee at Le Pain Quotidien is organic as well. The menu is based around the bakery items, and will include sandwiches and salads. For dessert there is a special brownie baked with Belgian chocolate.

“Santa Monica is one of the major attractions in Southern California, and that’s where we wanted to locate Le Pain Quotidien,” says Matthieu Devaux, area manager for the specialty baker. “We’re close to the Third Street Promenade, and we liked the history of the building.”

With its signature line of fresh butter cream-filled chocolates, Leonidas Chocolate Café (www.myleonidas.com) will open a premium Belgian chocolate and coffee shop at the corner of Santa Monica Blvd. and Fourth Street.

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The Belgium-based **Leonidas Chocolatier** produces chocolates using fresh, high-quality ingredients from recipes developed and refined through many years in business. Founded in the early 1900s, Leonidas carries the name of its founder, Leonidas Kesdekidis, a Greek who settled in Brussels by way of the United States. Kesdekidis created delicious chocolates and "pralines" (in Belgium, Luxembourg and the Netherlands, praline refers to any filled chocolate) from his *laboratoire* near the *rue Rempart des Moines* in Brussels where one of the company's factories still produces confections.

Tentatively scheduled to open July 29, the Leonidas Chocolate Café in Santa Monica will have a European look created through use of extensive woodwork, stained glass and columns. In addition to 96 types of chocolates that are flown in weekly from Belgium, the new café will serve pastries and cakes, along with mochas and gourmet hot chocolates.

“Leonidas prides itself on being an affordable luxury; we sell our chocolates at \$28 per pound, which is approximately 28 to 32 pieces,” according to Madeline Agar of Agora Concepts, developer of the Santa Monica store.

Café Crepe will open at the corner of Third Street Promenade and Broadway across from the Santa Monica Place mall soon. The corner location will bring more European ambience to Downtown when the Canadian-based French crêperie brings their first French café to the United States.

Serving Illy Espresso and offering 48 types of crepes from the classic ham & cheese to a sweet cinnamon & sugar, there will be a crepe for every taste from breakfast to lunch, snack and dinner. “The crepe is a 24-hour food,” according to Café Crepe co-founder Kerry Bonnis.

The majority of items will be in the price range of \$3.50 to \$7, Bonnis says, with the aim of bringing “five-star quality at one-star prices.”

The French-rooted café will have an Art Deco-inspired interior with handmade woodwork, black marble and granite. “Cafes are an institution in Europe, and we hope we’re building an institution here,” says Bonnis, explaining the attention to detail in the Café Crepe buildout. “We want to keep true to the Paris experience.”

Also scheduled to open is Angelato Café (www.angelatocafe.com), a café offering more than 100 flavors of Italian gourmet gelato ice cream. Located at 301 Arizona Avenue, the store will open its door right off of the Third Street Promenade to bring a tasteful delight for the whole family.

“Our goal is to serve the best quality authentic Italian gourmet gelato at an affordable price,” says Michelle Ang, founder of Angelato Café. “We want to offer an exotic selection of flavors for our customers to experience and enjoy, satisfying their curiosity with a sweet elegant taste.”

In addition to gelato, Angelato Café’s menu will include sorbetto, tofulati, yogurt, panini sandwiches and espresso. “With more than one hundred flavors of gelato and our selection of additional tasteful desserts, there is something for everyone to enjoy,” says Ang.

Kai is planning for a summer opening in the former location of Rebecca’s restaurant at 101 Broadway. **Kai**’s chef has created an innovative "Island Tapas" menu offering small-sized epicurean delights designed for patrons looking for lighter fare and perfect for sharing, according to owner Mark Jeanetta.

The tapas restaurant features an open-air tropical lounge with a lush, comfortable atmosphere that includes two outdoor patios, teak wood furnishings and an indoor waterfall. Designed with the intent of creating a venue for a great nightlife, Kai will keep hours to draw in evening crowds. “The space will fill a need in Santa Monica for the after-dinner and after-movie crowds,” adds Jeanetta.

Kai will be open daily for lunch and dinner and offer weekend brunch as well.

One of the original roadhouses built along Route 66, Barney’s Beanery (www.barneysbeanery.com) will bring a casual dining atmosphere and a 12-page food and beverage menu to the Third Street Promenade. “We have an extensive beer collection, including 40 beers on tap and more than 120 bottled beers from around the world,” says Lisa Houston, Barney’s Beanery manager.

Barney’s Beanery will open soon on the 1300 Block of the Promenade in the space previously occupied by Teaser’s restaurant.

Scheduled to open in September, Panera Bread (www.panerabread.com) will be located at the corner of Wilshire Boulevard and Fifth Street in a completely rehabbed space formerly occupied by Polly’s Pies.

“**Panera Bread** brings a welcome respite from the fast food world,” says Julie Somers of Missouri-based Panera Bread. Made-to-order sandwiches and salads and delicious soups are served with the bakery-cafe’s freshly baked artisan breads. More than 15 varieties of bread are made from fresh dough every day by trained bakers using all natural ingredients.

“Panera provides a warm and welcoming environment,” adds Somers. “Whether you are looking for a place to read the morning paper and enjoy a pastry or to meet friends for lunch or to have a quiet afternoon latté in a cozy chair, Panera is a place for everyone.”

Restaurant and sushi bar Akwa (www.akwarestaurant.com), the former Union restaurant on Fifth Street just south of Santa Monica Blvd., is now open and serving Cal-Asian Cuisine. Among the dining offerings are Ahi Tuna Tartare & Osetra Caviar, Soft Shell Crab, Seared Hamachi Sashimi, Asian Air-Dried Duck and Pan-Roasted Lamb Loin with Asian Pesto, with fresh fish flown in daily from Japan, according to managing partner Jack Davis.

Co-owned by Jeff Peterson, the restaurateur behind the famous Geoffrey’s of Malibu, **Akwa** has a unique two-story format and one of the best-kept secrets in Santa Monica – an upstairs courtyard. In addition to regular dining, the 10,000 square foot restaurant has flexible options for various special events and receptions.

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Contact: Bayside District, 310-393-8355
Images available (Akwa restaurant, ballotin of Leonidas chocolate) ...
call Maria Fotopoulos at 310-393-8355 or email mfotopoulos@baysidedistrict.org



For Immediate Release

Destination Location Downtown Santa Monica, Third Street Promenade Continue to Attract Some of the Best in Retailing

Santa Monica, CA (June 23, 2004) – Downtown Santa Monica and the Third Street Promenade continue to be a hot location attracting retailers such as **Quiksilver**, **Skinny Minnie**, **Wasteland** and **Zara**, all scheduled to open soon.

“The build-out in the area is an indicator of the continued strength of Downtown Santa Monica as a favored destination,” said Kathleen Rawson, Executive Director of the Bayside District Corporation. The economic strength of this popular Southern California location is born out by the numbers; sales tax receipts for the Third Street Promenade for the last reported 12-month period were up 14 percent versus the prior year.

A strong supporter of surfing events and surfers, the trendsetting retailer **Quiksilver** (quiksilver.com) will be opening a **Boardriders Club** at 1422 Third Street Promenade later this summer. Known for innovative products using high-tech fabrics, the Quiksilver Boardriders Club carries a diverse product line of clothing, accessories, eyewear, watches and wetsuits.

Skinny Minnie (skinnyminnie.com), which sells to clients around the world, will open its first fashion apparel store at 1435 Third Street Promenade. The store tentatively is scheduled to open in July. In addition to its trademark tee-shirts, Skinny Minnie will feature products only available at this 2,100 square foot space flagship location. According to co-owner Chris Lee, the area’s high foot traffic and draw as a favorite with tourists were key factors in the company’s decision to open at the Third Street Promenade.

Scheduled for a July opening as well, **The Wasteland**, a new, vintage and designer clothing store, will move into the space at 1338 Fourth Street, which served last fall as the campaign headquarters for now Governor Arnold Schwarzenegger. The popular Los Angeles hot spot located on Melrose Avenue first

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opened a small store in Berkeley and now operates a San Francisco location in addition to the Melrose shop. The 4,000 square foot store will operate in the same manner as the Melrose location, with over-the-counter purchases made by Wasteland staff from customers bringing in items to sell.

“We’ll be driven by the community and the clientele as to what we can offer; all the stores have their own personality,” says Grace Dulnuan, store manager for the Melrose store.

Also scheduled to open this year is apparel retailer Zara (zara.com) at 1336 Third Street Promenade. Based in Spain, the company offers the latest trends in international fashion.

Other Retail

Specialty retailer Papyrus (papyrusonline.com) will bring its Schurman Fine Papers products, greeting cards, gift wrap, gift bags, stationery, note cards, journals and unique gift products to the Promenade in August. Papyrus, which has a 50-year legacy of providing social expression and gift products, will open near Broadway at 1458 Third Street Promenade in a footprint of 992 square feet.

Among recent new businesses additions now open in the area is the two-level **Circuit City** Superstore (circuitcity.com), which opened at the corner of Fourth Street and Arizona Avenue in April. The Superstore offers a full-range of electronics products, including DVD players, televisions, home audio, car electronics and music, movies and games. The Hear Music on the 1400 Block of Third Street also reopened after a makeover as Starbucks’ first combination **Hear Music / Starbucks** (starbucks.com/hearmusic) concept. Here a customer can order a latté and have a personalized CD burned from a choice of thousands of music titles in minutes.

Also newly opened at 1239 Third Street Promenade is **L'Occitane** (loccitane.com), which brings the traditions of Provence, France, to its beauty, skincare and fragrance products for men, women and the home.

An area with an outstanding mix of hundreds of small and corporate retailers, salons & spas, movie & live theaters and street entertainers, as well as cafés, coffee houses, casual dining and top-tier restaurants, the Third Street Promenade and Downtown Santa Monica are managed by the Bayside District Corporation, a nonprofit entity. More information is at **downtownsm.com**.

Contact: Bayside District, 310-393-8355



DOWNTOWN SANTA MONICA
& THIRD STREET PROMENADE

For Immediate Release

Relaunched Web Site for Downtown Santa Monica, Third Street Promenade Chock-Full of Visitor Information

Santa Monica, CA (March 30, 2004) – Visitors planning a trip to Southern California and Santa Monica now have access to a colorful and completely redesigned Web site loaded with useful information. URLs for the site developed by the Bayside District Corporation (BDC) are www.downtownsm.com and www.thirdstreetpromenade.com.

“With thousands of visitors coming to see us online daily from across the country and across the world, our goal in redesigning the site was to offer them the most timely and relevant information to meet their needs for future travels to Santa Monica and Southern California,” said Kathleen Rawson, executive director of the BDC.

The new Downtown Santa Monica and Third Street Promenade Web site includes a comprehensive calendar of current events and activities in the area. Some examples of what’s in this **Events** section are listings for “meet-the-author” events at the iconic Midnight Special Bookstore, as well at Borders Books and Music and Barnes & Noble. Jaime Lee Curtis, actress; Arianna Huffington, political pundit; Suze Orman, financial guru and Gore Vidal, man of letters, among other celebrity writers, have all made appearances at area bookstores.

There’s also information on cooking classes at Sur La Table – the source of culinary professionals and home chefs for top quality cookware and hard-to-find kitchen tools – and Border Grill – the restaurant created by gourmet chefs Mary Sue Milliken and Susan Feniger, known as well for their Food Network show, “Too Hot Tamales.” Here too find listings for upcoming music events, live theater and product sampling events, among other activities.

– more –

Relaunched Web Site

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The **Press Room** under **Bayside District** also has current and archival news releases about the Bayside District.

For quick reference of Downtown Santa Monica locations, the site categorizes businesses by **Shopping, Dining, Beauty & Fitness, Arts & Entertainment** and then further delineates information in these categories. Santa Monica stores include standards such as A/X Armani Exchange, Abercrombie & Fitch, Anthropologie, Benetton, Gap, J. Crew, Urban Outfitters and Victoria's Secret. But, stores and restaurants unique to the area make Downtown Santa Monica and the Third Street Promenade a special draw. Among these are retailers Fred Segal, Hanna Hartnell Studio, Hype and Mudra, as well as restaurants such as hot breakfast spots Blueberry Bakery & Café and Jinky's Café and the all-raw food experience of Juliano's Raw.

There's also a **Visitors** section that includes directions to the area, where to park, hotel & travel resources, taxi & bus services and a walking map. A **Local Services** section offers listings on everything from where to get your shoes shined to where to buy postage, make copies or pick up a flower arrangement.

All sections provide additional links to businesses and restaurants, if available. As well, the site provides links to Web sites for the City of Santa Monica and the Santa Monica Convention & Visitors Bureau, two sources for much more information on this city by the sea.

The Bayside District Corporation manages Downtown Santa Monica and the Third Street Promenade, a busy open-air pedestrian street in Southern California drawing a mix of tourists and locals, street performers and artists. Downtown is home to some of LA's best shopping and dining, as well as several movie theaters and other entertainment venues.

Contact: Bayside District
310.393.8355



For Immediate Release

Santa Monica Hosts First Annual Design Walk **– 12 Downtown Businesses Featured –**

Santa Monica, CA (September 25, 2003) – The Santa Monica Design District will host the first annual *Design Walk* Thursday, October 2 from 9 a.m. to 9 p.m. The public walk will highlight ten area design studios specializing in modern design for home and office, as well as two stores devoted to books on the arts and architecture.

“Santa Monica is the new hub for design studios,” said Amelia Dalgaard, area manager for Design Within Reach. “Many of us found ourselves literally hand-drawing maps for our customers of other cool places to shop in the area for home and office design services and products. Out of that came the Design District and the *Design Walk* to acquaint our customers and other shoppers with all of the great design resources Santa Monica has to offer.”

Santa Monica Design District members include Arcana Books, Boffi Los Angeles, Design Within Reach, Dolce Dormire, Eames Office Gallery, Functions, Hennessey + Ingalls Books, Highlights Lighting, In-Ex, Knoll, Shelter and Vitra.

Visitors to the fall open house will receive a *Design Walk Passport* and map and are invited to visit each showroom and store for refreshments and to view all of the collections. A passport stamped at all 12 featured design spots qualifies *Design Walk* participants for one of 12 prizes. Passports and maps may be picked up at any of Design Walk’s participating businesses.

Each location will have on display Charles and Ray Eames’ interlocking "House Of Cards" pieces. The original cards were designed in 1952 as a child’s toy. For *Design Walk*, the cards will be used as the building blocks for a creative execution of the theme, “What is a Home,” by 12 elementary through high school classes from Santa Monica schools.

– more –

Design Walk is sponsored by *Interior Design Magazine*, Metropolitan Pacific, the Santa Monica Convention and Visitors Bureau and the Bayside District Corporation.

The Bayside District Corporation is a nonprofit entity created by the City of Santa Monica to manage the daily operations of Downtown Santa Monica and Third Street Promenade, a major Southern California outdoor shopping destination.

The Santa Monica Convention and Visitors Bureau offers complete travel and tourist guidance, including comprehensive information on hotels, motels and corporate housing facilities.

With a circulation of 54,000 professional interior designers, *Interior Design Magazine* provides design news and information to 54,000 professional interior designers.

Metropolitan Pacific is a Santa Monica-based commercial real estate company.

DESIGN WALK PARTICIPANTS

ARCANA BOOKS ON THE ARTS

310.458.1499
1229 3rd Street Promenade

BOFFI LA

310.458.9300
1344 4th Street

DESIGN WITHIN REACH

310.899.6000
332 Santa Monica Blvd.

DOLCE DORMIRE

310.393.9288
1345 4th Street

EAMES OFFICE GALLERY

310.396.5991
2665 Main Street

FUNCTIONS

310.451.4284
1454 Lincoln Blvd.

HENNESSY + INGALLS

214 Wilshire Blvd.
310.458.9074

HIGHLIGHTS LIGHTING

310.450.5886
2427 Main Street

IN-EX

310.393.4948
1431 Colorado Ave., # B

KNOLL INC.

310.289.5800
214 Wilshire Blvd., # 200

SHELTER

310.451.3536
1433 5th Street

VITRA

310.393.9542
1327 5th Street

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