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***You Are Here* Promises ‘Best Summer Ever’ for Central Phoenix**

Phoenix, AZ (March 21, 2008) *You Are Here: An Urban Stroller's Guide to Metro Phoenix* launches a major local campaign to direct locals and visitors alike to Central Phoenix with their “Best Summer Ever” edition. The May-June-July 2008 issue of *You Are Here* will focus on shopping, dining, nightlife, entertainment and accommodations – all in Central Phoenix – and all throughout the summer months.

“Business in the Downtown area has historically been slower during the summer months because there has not been as much to do as there is today,” said Rick McCartney, publisher of *You Are Here* and President of Media Publisher Group. “There are more restaurants, entertainment and cultural venues, boutiques, patios, parks and even residents, in Central Phoenix than ever before – making it a great destination. It’s a great place to be for summer.”

You Are Here: An Urban Stroller's Guide to Metro Phoenix is distributed Valleywide with the intent to better inform Valley residents and visitors as to the hidden gems that make up our cities culture. “The quaint restaurants that we talk about elsewhere and the planning of a full evening of dinner, drinks and a performance that so many of us attribute to a Chicago or New York, is available to us right here,” said Kimber Lanning of Local First Arizona, a grass roots organization dedicated to creating awareness of our smaller, local businesses throughout Arizona.

The “Best Summer Ever” edition of *You Are Here* is a shot-in-the-arm for readers to get better acclimated to all that Central Phoenix has to offer over the summer. The issue will include special summer events, area discounts and incentives by local businesses who subscribe to the theory – the more, the merrier. In making this the “Best Summer Ever,” *You Are Here* staff is working hard to tie this campaign to many of the already-existing benefits local businesses implement over these months. To get involved in the “Best Summer Ever” campaign, please contact Media Publishers Group at (480) 588-1360.

You Are Here is a quarterly, portable magazine that provides informative and entertaining editorial on all aspects of city life—food and drink, shopping, sports and recreation, culture, entertainment, and sightseeing. Each issue includes useful maps for easy navigation, an events calendar and a sports schedule – with a clean, clutter-free design. You Are Here is currently published for Central Phoenix with the Scottsdale edition debuting June 26, 2008.

To learn more about You Are Here: An Urban Stroller's Guide to Metro Phoenix or to set up interviews, please contact Louise Ferrari at (480) 584-3750 or visit www.youarehereaz.com.