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NEWS RELEASE

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REGISTRATION NOW OPEN FOR DOWNTOWN HOLLAND'S GIRLFRIENDS WEEKEND IN MARCH

Downtown Holland's Girlfriends Weekend is back! Scheduled for Friday, March 6 – Sunday, March 8, Girlfriends Weekend is a three-day event packed full of all the things women love, with plenty of free time for shopping, dining and indulging. Designed to be a fun and relaxing getaway for girlfriends, sisters, mothers and daughters, the event offers everything from a wine tasting and fashion show to improv comedy, in store activities, champagne brunch, live music and much, much more. Attendees can register for the weekend package, purchase a Saturday day pass or order a coupon book if they simply want to shop!

Girlfriends Weekend kicks off the afternoon of Friday, March 6 with a Champagne and Cupcake Reception at CitySen Lounge in CityFlatsHotel, where sparkling wine and delectable cupcakes will be served. Then girlfriends have the opportunity to attend "Wine? Why Not?," a cocktail party-style wine tasting in the wine cellar at Butch's. Later that night, women will be laughing out loud at the Holland Armory when Kalamazoo's Crawlspace Eviction improv comedy group puts together a hilarious show just for Girlfriends Weekend attendees.

Saturday, March 7 begins with an early morning yoga class at Freedom Village, followed by a delicious breakfast and fashion show at the Haworth Inn and Conference Center, organized by the stylish staff from Studio K Clothing Company. This high-energy style show will highlight the unique selection of clothes, shoes, jewelry and other accessories that can only be found in the boutiques of Downtown Holland.

The rest of Saturday is free for attendees to participate in a wide variety of in-store activities at stores and restaurants, attend hands-on classes and demonstrations, shop till they drop, wine and dine at a number of pubs and restaurants and indulge in manis, pedis, massages and more. For every \$100 spent at participating businesses, registered attendees will also receive an entry to win a weekend getaway for two in Downtown Holland.

On Saturday evening, the women can break out the beads, boas and bowler hats for the Roaring 20's party, "Flapper Fun," taking place at the Holland Armory. West Michigan

based band The Soul Syndicate will play oh-so-smooth soul tunes while attendees dance the night away! Girlfriends Weekend then concludes on Sunday with a relaxing Champagne Brunch Buffet at Alpen Rose Restaurant.

Advance registration for Girlfriends Weekend is required online at www.girlfriendsweekend.org. Space is limited to just 400 attendees and early registration is highly recommended, as the event sells out every year. The weekend package is \$125 per attendee, or \$120 per person for a group of four or more who register at one time. This year, Saturday only day passes are also available for just \$75 each...perfect for the local gal! In addition to the group events and in store activities, weekend and Saturday registrants will also receive a welcome gift when they arrive and a coupon book full of discounts to participating businesses.

Coupon books, sponsored by the Holland Convention and Visitors Bureau, are also available for purchase this year for \$10 each for those women who are only interested in shopping during Girlfriends Weekend and not attending any group events or activities. Coupon books can be purchased in advance online at www.girlfriendsweekend.org or from March 6 – 8 at Home & Company, the Girlfriends Weekend official Check-In sponsor.

While overnight accommodations are not included in the Girlfriends Weekend package price, room blocks have been reserved at local hotels including The Best Western, Country Inn and Suites, the Fairfield Inn and Residence Inn, all located within a 10-minute drive of Downtown Holland. Reservations can be made by contacting the hotels directly and asking for the Girlfriends Weekend rate.

For more information on the seventh annual Downtown Holland Girlfriends Weekend, please contact the Downtown Holland Principal Shopping District at 616.796.1210 or e-mail info@girlfriendsweekend.org.

Additional Information: [WEBSITE](#) | [FACEBOOK](#)

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