May 12, 2017

News Release
For Immediate Release

**Girl’s Night Out is here!**

**COBOURG, ON** – An evening of shopping, dining, pampering and fun has arrived! Girl’s Night Out starts at 5PM and goes until 10PM offering in-store specials, promotions and giveaways. The annual event features live entertainment and hourly draws with gift certificates provided by downtown businesses.

Throughout the course of the night explore Downtown Cobourg and visit over 50 participating businesses. Each business is offering a unique Girl’s Night Out experience from candy bars to belly dancing! With 35 draws spread out over 3 hours, there are lots of prizes and certificates from downtown businesses to be won.

Starting off the draws at 6PM will be the Spring Passport Program. Three winners will be announced receiving a total of $1000.00 in Downtown Dollars. Out of the 8,000 passports printed more than 5,000 were returned. The program which ran from March 13 to April 30 collected 5,227 entries, meaning over half a million dollars was spent at participating downtown businesses during that time.

“The Spring Passport Program has been a huge success in Downtown Cobourg,” says Rino Ferreri, Special Events Chair of the DBIA Board of Management. “We’re excited to showcase our first major event of the year tonight with Girl’s Night Out.”

Event Details:

* Live music performances by Happy Harmony Choir, Northumberland Chorus, and Joyfull Noise Choir
* Free massages from Replenish Massage Therapy hosted in Town Hall
* Free hair touch-ups and manicures from Malibu Salon hosted in Town Hall
* Themed cookies provided by the Dutch Oven
* Ruby’s Cotton Candy Club will be donating $1 of sales to raise funds for Cornerstone Family Violence Prevention Centre
* Three hourly draws with a total of 35 certificates and prizes to be won
* Spring Passport Program winners announced
* Opening night for a new downtown business, Artisanthropy, located at 79C King Street
* First late night hours for new indie coffee shop The Rustic Bean

For more information, and a complete list of the 2017 Calendar of Events in Downtown Cobourg, visit [www.downtowncobourg.ca](http://www.downtowncobourg.ca).

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For more information, please contact:
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