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FOR IMMEDIATE RELEASE

**CHANCE TO WIN A \$10,000 TREASURE TO INSPIRE LOCALS
TO REDISCOVER THE VIEUX CARRE...**
French Quarter Businesses Unite to Form "French Quarter Treasures"

NEW ORLEANS (7/14/06)— The French Quarter Business Association has created a unique opportunity to boost business in the historic Vieux Carre this summer called the "French Quarter Treasures." Fifty-three businesses in the French Quarter, the *French Quarter Treasures*, have united to participate in a contest designed to increase traffic to the historic district.

The contest, for locals and visitors alike, features a \$10,000 grand prize treasure chest filled with valuable gifts from participating businesses. Gifts include artwork, jewelry, gift certificates, attraction memberships, tours, riverboat cruises and much more. A second prize is an authentic silver coin from the *SS Republic* shipwreck valued at \$1,250, donated by the Odyssey Shipwreck and Treasure Adventure.

Contestants may pick up a free "treasure map" at participating businesses, fine hotel concierge desks or the New Orleans Metropolitan Convention and Visitors Bureau Welcome Center at 2020 St. Charles Avenue, New Orleans, LA 70130.

As contestants explore the treasure-troves of businesses listed on their treasure map and purchase goods or services valued at \$10 or more, they will receive a qualifying stamp on their map. They will earn one entry into the drawing for the grand prize for every 5 stamps received. The more they eat, shop, and play, the more chances they will have to win! The contest takes place from July 15-September 15, 2006, and the drawing will take place on September 20, 2006.



More...

Making the French Quarter Work
828 Royal Street #426, New Orleans, LA 70116-3199
Phone 504:269-2558 Email business@fqba.com

French Quarter Treasures...add one

Participating *Treasures* include:

Shopping

Aunt Sally's
 Bevolo Gas and Electric Lights
 Big Easy Clothing Co
 Cajun Clothing
 Callan Fine Art
 Gallery of Light
 Head to Toe
 JAX Art Gallery
 JAX Brewery Parking Lots
 Little Toy Shop
 Mignon Faget
 Shine/Spa Aria
 Street Scene Gallery
 Vieux Carre Wine and Spirits
 Victoria's Shoes
 Vintage 429
 Wellington & Co
 What's New

Restaurants, Bars and Hotels

Acme Oyster Bar
 Antoine's
 Bourbon House
 Café Beignet
 Café Du Monde
 Café Pontalba
 Chateau Sonesta Hotel
 Corner Oyster Bar and Bistro
 Court of Two Sisters
 Desire Oyster Bar
 Dickie Brennan's Steakhouse
 Galatoire's
 (Jax Food Court)
 New Orleans Fried Chicken
 (Jax Food Court) Pizza and Pasta
 K-Pauls Louisiana Kitchen
 Jimmy Buffet's Margaritaville Café
 Muriel's

Napoleon House
 NOLA
 Palace Café
 Pat O'Brien's
 Remoulade
 Rib Room
 W Hotel

Attractions/Entertainment

Audubon Aquarium of the Americas
 Balance Spa
 Gray Line New Orleans
 Haunted History Tours
 Historic New Orleans Collection
 House of Blues
 The Cabildo & Presbytere
 New Orleans School of Cooking
 Odyssey's Shipwreck & Treasure Adventure
 Ripley's Believe It or Not Museum
 Steamboat Natchez

For more information, visit www.fqba.com or contact Belinda Lazaro at 504-553-2277.

The French Quarter Business Association is an organization of business owners and associates located in and around the French Quarter, whose purpose is to assist in the development and success of business in the Vieux Carre while protecting the integrity of this historic and cultural district. The organization's goal is to enhance the business climate of the French Quarter and to make living and working in this historic neighborhood easier, more enjoyable and more profitable.



For more information on the activities of the FQBA, please visit their website at www.fqba.com.

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