

Insider

For February 18, 2009

By Kim Burger

Anyone whose spent time in downtown Cedar Falls will agree that it's become a shopping and entertainment destination worthy even of a lengthy drive. This historic downtown district has received national recognition as a Great American Main Street and was selected as a model Iowa Cultural and Entertainment District. Next week we will roll out the pink carpet and invite local ladies and visiting groups of friends, sisters and families to enjoy a weekend of shopping, dining, and pampering. What else could an event such as this be called but It's a Girl Thing!

This Friday, Saturday and Sunday, February 27th, 28th and March 1st downtown businesses will offer special meals and wine tastings, a Bloody Mary bar, massages, reflexology, and make up tips and techniques. Short, fun classes about photography, jewelry making, cooking, table setting, knitting and more will be offered. While downtown retail shops are open to everyone, these special sessions and discounts will be made available to anyone holding an It's a Girl Thing VIP card. Some will require a nominal fee or advance reservations so be sure to check the event listings. Brochures detailing all these special activities can be obtained at participating retail shops or downloaded from the What's Hot section of our web site at www.cedarfallstourism.org. VIP cards may be purchased at the Main Street office for \$20. What's more, flashy pink gift bags loaded with goodies valued at over \$100 will be given to the first 150 people purchasing their cards.

The beauty of the weekend is its flexibility. You can stop in for a quick browsing session and grab a bite to eat or you can spend the day, or better yet, grab your gal pals and spend the entire weekend! Several of our finest hotels including the Black Hawk Hotel, Wingate Inn and Holiday Inn are getting in on the act by participating with special rates and amenities. The Holiday Inn is even including a complimentary shuttle so all you have to do is park your vehicle, relax and enjoy!

On Saturday evening the historic Oster Regent will once again be transformed into a movie theatre and guests will enjoy a sinfully funny showing of *The Devil Wears Prada*, starring Meryl Streep and Anne Hathaway. The show begins at 8pm and admission for the general public is \$5. Pre-registered guests are invited to attend the screening free of charge with a VIP card. The last movie to be shown in the Oster Regent was *Dances with Wolves*, which was released in 1990.

Questions? Give the gals at the Community Main Street office a call at 277-0213. Whether you choose to partake of the entire weekend or stop by for a sampling, I suspect it's going to be a weekend to remember. I know I'll be there!