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For Immediate Release

**“BASH ON WABASH – Sweet Corn Chicago” to
Incite South Loop, Sept 5th and 6th**

CHICAGO, IL (June, 2009) – The South Loops’ premier outdoor event marks its sixth year by celebrating the cultural diversity of Chicago’s fastest growing new neighborhood on Labor Day weekend, Saturday and Sunday September 5th and 6th. Located in the heart of the South Loop on Wabash Avenue between 13th and 14th streets, “BASH ON WABASH – Sweet Corn Chicago” promises to be an unforgettable experience.

Benefiting the Greater South Loop Association and sponsored by Budweiser, this lively, colorful festival mirrors the South Loops’ vibrancy, offering something for everyone. BOW features a wide variety of food choices, including top area restaurants, beer and wine, upscale arts and crafts, an elaborate kid’s area and plenty of “corn-centric” activities. In addition to roasted corn vendors, the heated Corn Bags Tournament will invigorate throughout the weekend. To top it off, revelers will enjoy the best live tunes, everything from headliners to hot local acts running from the time gates open until close!

Entertainment Lineup

Saturday
Sixteen Candles

Sunday
Hairbangers Ball

About the South Loop

The South Loop area has experienced a remarkable 40% boost in population in the last ten years, and has the highest concentration of college coeds in the country. The new neighborhood combines the history and grandeur of the Museum Campus, the natural beauty of the lakefront and Burnham Harbor, and the juxtaposition of old and new architecture at Soldier Field. The diverse and outstanding restaurants range from upscale sushi to fast food subs. With all of the attractions, it is easy to understand why Mayor Daley’s home neighborhood has quickly become one of the most desirable areas to live in the city.

About the Beneficiary

The Greater South Loop Association is committed to the revitalization of Chicago’s South Loop as a vibrant and dynamic residential community. As an organization comprised primarily of residents of the South Loop, the GSLA seeks to encourage planned development within its boundaries and strives to advance the mutually beneficial needs of its members. GSLA’s objectives include the promotion of friendship, unity and cooperation through social, cultural and charitable activities; the support of beautification, security, safety and maintenance programs which enhance the aesthetic and physical aspects of the community; and the review, adaptation and backing of municipal actions and ordinances which positively affect its members. As an alliance, the GSLA will support and advocate local business endeavors that also promote the cultural, spiritual and physical needs of this growing residential community

BOW hours of operation are 11a.m. to 10 p.m. on Saturday, 11 a.m. to 10 p.m. on Sunday. There is a \$5 *suggested* donation for admittance. For more information, visit <http://www.greatersouthloop.org/BASH.html>.

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