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**FOR IMMEDIATE RELEASE**

February 25, 2011

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**Downtown Oak Park Starts 2011 Strongly with Great Retail Mix, Successful Shopper's Reward Program and New Brand Identity**

Oak Park - Feb. 25, 2011 - Following on the heels of record gift certificate sales, Downtown Oak Park announced the success of their "shop local" marketing initiative. Sales associated with the Shopper's Reward program set a new high, totaling over \$574K in 2010, up +30% versus 2009, which grew +27% from the previous year (see attached chart).

"We consider this the best marketing investment we can make in our retailers and our community," said executive director, Pat Zubak. "We reward people who shop locally during the holiday season, and they in turn use their Reward coupons to help stimulate sales for retailers during the normally quiet post-holiday period."

The Shopper's Reward Program has been around for a number of years, but the recession has helped expand its adoption over the past several years. It's a program that both retailers and shoppers love.

"Every single person who spent their Rewards with me was thrilled -- it was like free money," reports [CarefulPeach](#) owner, Karen Morava. "It's a great program to energize the normally dead months of January and February."

"The best thing about this program is it encourages me to spend locally, and I get money back for doing so," said Oak Park shopper, Barbara Bergen, who has been participating in the program for a number of years. She spent her rebates at [Bruegger's Bagels](#) and [Old Navy](#).

New program participant and Oak Park resident, Helen Thornton, found out about the program from a [Competitive Foot](#) employee upon buying a pair of shoes. After that, "it became my mission to reach the amount needed for the rebate." She encourages others to participate next year, saying, "It's fun, easy, and you get a little treat at the end!"

Downtown Oak Park also takes this opportunity to announce a new logo that replaces a dated purple and green logo created in the 80's. "Coming off such a strong end to 2010, we felt in the position to celebrate our terrific retail mix and stronger sales with a new look," said Zubak. The logo is a rich brick red and was designed by [A5](#) to communicate DTOP's strength as an authentic downtown that is accessible and walkable.

“This new logo is contemporary without being trendy. We plan to roll it out in our marketing materials, website and banners over the next year,” added Zubak.

**About Downtown Oak Park:** Downtown Oak Park offers an exceptional array of shops, restaurants, a state-of-the-art seven-screen movie theater and an exciting year-round schedule of promotions and special events. The district provides shoppers the convenience of numerous professional and personal service businesses, a central location, a public transportation center and plenty of parking. Located right off I-290, or at the Harlem stop on the CTA Green Line, and at the Oak Park stop on the Metra Union Pacific West Line, the district is very accessible. Learn more about Downtown Oak Park’s businesses and events at [www.downtownoakpark.net](http://www.downtownoakpark.net).

- **About the Shopper’s Reward Program:** Between November 1 and December 25, shoppers were asked to keep their receipts. Those people buying at least \$25 across seven stores in Downtown Oak Park and a total of \$400 earned \$50 in coupons to be used from January 1-February 15 in Downtown Oak Park, normally a quiet time for retailers. The program has been in place for over ten years, and has recently seen significant growth.

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*Downtown Oak Park’s mission is to create and support a thriving and vibrant business environment in Downtown Oak Park*