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**FOR IMMEDIATE RELEASE**

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# **Monthly Downtown Sebring Event Gets New Name**

SEBRING, Fla. (June 27, 2011) – The Downtown Sebring Gallery Walk has a new name. The purpose of the newly-created Entertainment District is to make Downtown Sebring a destination point for residents and visitors. A core group of merchants, who have participated in what has been known as Gallery Walk, have decided to change the name of the monthly event to coincide with the new destination theme. Now the monthly evening event in which merchants stay open late and offer special deals, will be known as Destination Downtown Sebring.

“The new name provides more opportunities to include all of the stores and merchants in the Downtown Sebring area in addition to the galleries,” said Kathy Doherty of Kathy’s Consignment.

New banners are being made to promote Destination Downtown Sebring, which will be held every second Friday from 5-8 PM with various themes, activities and entertainment.

The first Destination Downtown Sebring will be held on Friday, July 8 from 5-8 PM and celebrate the “Dog Days of Summer.” Activities will include hot dog vendors, live entertainment, a Dog Fashion Show and pet-related exhibitors.

Attendees are encouraged to bring their canine companion and enjoy historic Downtown Sebring. Merchants will provide water bowls outside of their stores.

For more information, visit [www.DowntownSebring.org](http://www.DowntownSebring.org).