

Experience Richmond Downtown's Lofty Lifestyle Saturday, March 28 at Seeing in Believing Second Annual Loft Tour

One day "all access pass" is passport to tour 15 of downtown's most exclusive, private residences in seven neighborhoods

RICHMOND, VA, (March 10, 2009) —Venture down for the second annual Downtown Loft Tour, Saturday, March 28 from 10 a.m. to 5 p.m. and see 15 stylish lofts and condominiums inside 10 unique buildings located in seven dynamic neighborhoods . These include: Shockoe Slip, Shockoe Bottom, the Financial District, Jackson Ward, Manchester, Rocketts Landing, and the Riverfront/Canal Walk. Meet the owners and hear their stories as you tour lofts and condominiums featured in such publications as "Southern Living," "Dream Lofts and Condos," "R-Home Magazine," "Creative Work Space," "Richmond Times-Dispatch," "Style Weekly," "HouseTrends Magazine," "Urge" and more.

"With the first downtown tour last year such an overwhelming success, we wanted to make this an annual event, featuring new exclusive properties," said Bill Chapman, Bill Chapman Enterprises and Loft Tour committee member.

According to Lucy Meade, Venture Richmond director of marketing and development, who spearheads the Loft Tour, last year's inaugural event drew almost 800 people.

"We were delighted that so many people from across the Richmond region, as well as from out of town, wanted to see what the downtown lifestyle has to offer," said Meade. "Besides seeing fabulous lofts and condos, everyone thoroughly enjoyed hearing the stories first hand from the owners."

"A number of people that came on last year's tour saw our downtown event as a refreshing change of pace from the traditional house tours," states Pamela McElrath, Excite Marketing Team president and Loft Tour committee member. "Plus they had ample free parking and guided transportation to all of the neighborhoods."

To accommodate the expected crowd, a host of restaurants in all seven neighborhoods will be open. The tickets are \$20 in advance and \$25 the day of the tour and they include parking and transportation. Tickets may be purchase online at www.venturerichmond.com or at any of the following shops: La Difference, 125 South 14th Street; Waller & Co. Jewelers, 19 East Broad Street; J. Emerson, Inc. at 5716 Grove Avenue, Papeterie, 3048 Stony Point Road, Wine & Beer Westpark at 9631 West Broad St. and The Boathouse at Sunday Park at 4602 Millridge Parkway.

On the day of the tour, any remaining tickets will be sold for \$25 at the Downtown Loft Tour information area located on the Canal Walk at 14th Street. Parking is available at the 14th and Cary Street parking deck. Private buses will connect the sites and run every

10 minutes. See multiple lofts at most stops and tour at your own pace. Plan to try a new restaurant for lunch and explore the neighborhoods.

The 2009 Lofts and Condominiums on tour

- **Jackson Ward / Broad Street**

Bus stop

1 building

2 lofts

Emrick Flats

101 West Marshall Street

Unit 37

Unit 48

(Handicapped accessible)

- **Shockoe Bottom**

Bus stop

2 buildings

3 lofts

Sterling Row

110 North 19th Street

Unit 3A

(Not handicapped accessible)

Shockoe Valley Lofts

215 North 19th Street

Loft 31

Loft 33

(Not handicapped accessible)

- **Manchester East**

Bus stop

1 building

2 lofts

The Decatur

39 East Third Street

Unit C (Handicapped accessible)

Unit B (Not handicapped accessible)

- **Main Street**

Bus stop

1 building

1 loft

Gotham

1205 East Main Street

Unit PE (Penthouse East)

(Handicapped accessible)

- **Shockoe Slip / Canal Walk**
 Bus stop
 1 building
 1 loft
 Vistas on the James
 301 Virginia Street
 Condo 1501
 (Handicapped accessible)

- **Canal Walk / Brown's Island**
 Bus stop
 1 building
 3 lofts
 Riverside on the James
 1101 Haxall Point
 Condos 1009 and 1010
 Condo 815
 Condo 602
 (Handicapped accessible)

- **Rocketts Landing**
 Bus stop
 3 buildings
 3 lofts
 210 Rock
 210 Rocketts Way
 Unit 609
 Cedar Works Condominiums
 251 Rocketts Way
 Unit 418
 Sky Line Condominiums
 4820 Old Main Street
 Unit 707
 (Handicapped accessible)

The Seeing is Believing Tour is produced by Venture Richmond and City of Richmond. Event sponsors include Rocketts Landing, One South Realty, House Trends Magazine, and First Market Bank.

For more information or additional details, contact Lucy Meade, Venture Richmond at (804) 788-6458 or (c) (804) 248-8372