



Contact:
Sandy Yeilding (202) 334-6393

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Express Sponsors *city living, dc style!* EXPO

Express has entered into an agreement with the Washington, D.C. Marketing Center to act as the exclusive print sponsor of the *city living, dc style!* EXPO being held at The Washington Convention Center October 24 through October 26.

The first annual expo is designed to attract Maryland and Virginia residents to live in the District – as well as connect current residents with new rental and homeownership opportunities – and will provide information about housing, entertainment, shopping and culture that can be found in D.C. It will further educate people about the various financial incentives that are available to D.C. residents.

“To bring 100,000 new residents into the District – and to connect our current residents with the housing and lifestyle options they may not know about – we need to educate our city’s residents and workers, and be creative in that education,” said Mayor Anthony A. Williams. “Through **Express**, we can reach a large, captive audience and put all the reasons to live or play in D.C. in one place.”

Express will print the official 24-page event program to be distributed at the expo, and will also insert the program into the weekend edition of **Express** that is distributed on Friday, October 24. **Express** is further promoting the event through print ads and through its distribution channels including street distributors and news racks.

“**Express** readers are the perfect candidates for attending this event,” said Chris Ma, Publisher of **Express**, “A large portion of our audience lives in Maryland and Virginia and works downtown and therefore has a compelling reason to consider moving to the District.”

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