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LA Fashion District to Complete Over 600 Random Acts of Kindness During the Holiday Season

*Shoppers will be treated to free parking, gift cards, paid purchases and surprises
December 13 – 18 as part of the district's "Pay it Forward" holiday campaign*

LOS ANGELES December 9, 2013 – The LA Fashion District will be spreading kindness this holiday season. Starting Friday, December 13th through Wednesday, December 18th the LA Fashion District Business Improvement District (BID) Safe Team Officers and staff will be surprising shoppers with free parking, gift cards and paid purchases. In return, shoppers will be asked to pay it forward.

“Our goal is to bring the community together and spread some holiday cheer along the way. It’s our way of saying thank you to all of the shoppers, buyers, visitors, and employees that make up the Fashion District. We’d like to encourage visitors and the Downtown community to pay it forward,” said Kent Smith, LA Fashion District Executive Director.

Visitors to the district will be treated to a different surprise each day, as the types of random acts of kindness will vary, with the exception of parking. LA Fashion District Safe Team Officers will be paying for a number of shoppers’ parking throughout the district from Friday to Tuesday (December 13-17).

Recipients will be chosen at random. The BID estimates it will complete approximately 650 random acts of kindness.

Giveaways will be announced via the Fashion District’s social media. Recipients will be able to share their experience and their own random acts of kindness with the Fashion District community by tagging Facebook (www.facebook.com/LAFashionDist), Twitter ([@LAFashionDist](https://twitter.com/LAFashionDist)), and Instagram ([@lafashiondistrict](https://www.instagram.com/lafashiondistrict)) posts with the “#PayItForwardLA” hashtag.

“We’re hoping the good sentiment will spread to the rest of Downtown and even all of LA. Though the events will be happening only in our district, we’ve created the LA hashtag with the purpose of inviting Angelenos all over our city to participate,” said LA Fashion District Public Information Coordinator, Ariana Gomez.

Those who use the hashtag on Twitter will also be qualified to win \$100 Visa Gift Card. The winner will be chosen at random on Thursday, December 19. Anyone is eligible to enter, no purchase necessary.

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Tips for shoppers: Sunday (December 15) will be a good day to shop in Santee Alley and on Wednesday (December 18) the district will be “blooming” with surprises.

About LA Fashion District

The LA Fashion District is a 100-block district in Downtown Los Angeles and the hub of the apparel industry on the West Coast. The Fashion District caters to the wholesale and retail communities, with apparel and accessories for the entire family, textiles, flowers, and live/work lofts. The LA Fashion District Business Improvement District (BID) is a non-profit organization, funded by over 1,000 property owners, dedicated to making the community a clean, safe and friendly place to work, shop, do business and live through maintenance, security and marketing programs. For more information, visit

www.fashiondistrict.org.

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