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## **A Record Breaking Year for Charities Associated with the Design Ideas Holiday Store: MacArthur Boulevard Business Association Announced Today**

Springfield, IL-For the third year in a row, Design Ideas returned to MacArthur Boulevard to hold their annual Holiday Store in the former CVS building in the Town & Country Shopping Center. This year, Design Ideas decided to have the Holiday Store open to the public for a total of 28 days. Last year the store was open to the public for a total of 10 days.

This year, with the additional days open to the public, the response was overwhelming:

- During the 28 day sale period, there were approximately 12,422 transactions that took place
- More than 400 customers a day visited the Store and the MacArthur Boulevard Area
- The total amount raised for local charities was \$20,000.00.
- Big Brothers Big Sisters of Sangamon County, Illinois Symphony Orchestra, and Sparc will each receive a check for \$6,667.00.

“We were thrilled to have Design Ideas return to the MacArthur Boulevard Area, out of all the possible locations in Springfield,” said Cory Jobe, Chairman of the MacArthur Boulevard Business Association. “The Holiday Store is a great fit with the many other unique retail offerings on MacArthur, and we hope that the thousands of shoppers who visited the Design Ideas store took the time to explore other shopping opportunities right here on MacArthur.”

Much of the excitement surrounding the Holiday Store stems from the fact that Design Ideas typically does not offer products directly to consumers. The annual Holiday Store gave shoppers the opportunity to purchase items that are normally found at popular retail stores, up to 75% off the regular price.

Design Ideas was founded in 1983 by a brother-sister team of college students who created a wire basket for carrying toiletries to the shower in college dorms. Today, Design Ideas has a full line of functional, fashion-forward, and moderately priced home and office accessories that appeal to a broad range of design-conscious consumers. The company creates, manufactures, and globally markets 1,500 products for the home and office.

The MacArthur Boulevard Business Association was formed in 2006 to support the business welfare of all MacArthur Boulevard area businesses. With more than 120 members, the MBBA works to promote, develop and preserve MacArthur Boulevard through community involvement as a desirable place to work, shop and live.