



For Immediate Release
November 26, 2008

For More Information Contact: Cory M. Jobe, Chairman
Phone: (217) 622-9630

MBBA Welcomes Back Design Ideas Holiday Store to MacArthur Boulevard for Unique Holiday Shopping

For the third year in a row, Design Ideas has chosen to hold their annual Holiday Store on MacArthur Boulevard in the former CVS building in the Town & Country Shopping Center. Last year the store had nearly 10,000 transactions in 10 days, enabling them to donate \$5,000 each to the three participating local charities: Big Brothers Big Sisters of the Illinois Capital Region, Illinois Symphony Orchestra, and Sparc.

This year, Design Ideas will keep the holiday store open from Friday, Nov. 28 until Saturday, Dec. 27. Volunteers from the three participating charities will help staff the store and once again receive the proceeds in return. "We are 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 visit the Design Ideas store will also take 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 gives shoppers the opportunity to purchase items that are normally found at popular retail stores, up to 75% off the regular price. Merchandise changes daily, so there is also the thrill of the hunt for new items!

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 100 members, the MBBA works to promote, develop and preserve MacArthur Boulevard through community involvement as a desirable place to work, shop and live.