



For Immediate Release
December 12, 2007

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MacArthur Boulevard Business Association (MBBA) Announces Results from the Design Ideas 2007 Holiday Store

Results of the Design Ideas 2007 Holiday Store

- During the 10 day sale period, there were approximately 6200 transactions that took place, equating to more than 600 customers a day!
- The total amount raised for local charities was \$14,346.21. After an additional contribution from Design Ideas, Big Brothers Big Sisters of the Illinois Capital Region, Illinois Symphony Orchestra, and Sparc will each receive a check for \$5,000.
- Customers who are interested in receiving advance notification of next year's sale can register by emailing HolidayStore@designideas.net

About the MacArthur Boulevard Business Association (MBBA)

The MBBA was formed nearly a year ago to support the business welfare of all MacArthur area businesses and to improve the MacArthur corridor so that it will not only survive, but thrive in the decades to come. In early 2007, work began on the extension of MacArthur Boulevard two miles south to Interstate 72. By the time this project is complete in 2009, we want the northern portion of MacArthur Boulevard and surrounding businesses and neighborhoods to be as vibrant and viable as possible. We hope to utilize the new extension as an economic generator for the MacArthur corridor and to emphasize the many "destination" merchants who have a rich history in the area.

The MBBA meets the second Thursday of every month at 7:30 a.m. at the American Red Cross building at 1045 Outer Park Drive. A complete list of members and upcoming events can be found at www.shoponmacarthur.com

About Design Ideas

Design Ideas was founded in 1983 by a brother and sister team who started out marketing shower caddies to college students. This led to the development of a full range of functional, fashion-forward, and moderately priced home and office accessories that appeal to a broad range of design-conscious consumers. Today, Design Ideas is a global company who creates, manufactures, and markets more than 1,500 products under the slogan, "We make things interesting."