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**Life on MARRS: The Quarterly Newsletter from the Midtown Art Retail Restaurant Scene**

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**Winter 2010 Newsletter**

## **News & Announcements**

### **Midtown Ice Rink - A Magical Success!**

The beautiful Midtown Ice Rink was a resounding success this past holiday season, as patrons from all over Sacramento and beyond came into the heart of Midtown to enjoy the truly magical experience. The rink was in operation for approximately two months (November 20th - January 18th), and during that period of time, more than 24,000 individuals strapped on ice skates, glided around the rink (located on 20th Street in front of MARRS) to the rhythm of holiday music while onlookers and loved-ones cheered them on and sipped on hot cocoa. Despite the closure of the rink in mid-January, the rink experience continues to live on as many Midtown patrons continue to 'buzz' about rink in their conversations about town.

To read more about the success of the Midtown Ice Rink, please click on the following link: [Midtown Ice Rink Article](#).

Midtown Ice Rink under the lights in front of [MARRS](#). See more rink photos on our [Facebook page](#)



## 2nd Saturdays @ MARRS - 2010 Season begins now!

Contrary to the belief of many, Second Saturday celebrations live on during the winter months. MARRS will be featuring live music performances both in February ([XMR Blues Band](#) - 2/13) and in March ([The Rhythmic Souls](#) - 3/13). Mark your calendars, inform your friends, and come on down to MARRS (on 20th Street between J & K Streets) to celebrate 2nd Saturday in 2010.



## Interested in performing @ MARRS in 2010? Contact us!

Currently, we are looking for bands to perform at MARRS during this 2010 season (April - September). Reservation dates consist of most Friday and Saturday evenings (~7pm - 10pm). If you

are interested or know someone who would like to perform at MARRS, please visit our website ([www.marrs-sactown.com](http://www.marrs-sactown.com)) to view our event calendar & contact [Andy Ekstrom](mailto:Andy.Ekstrom@hellerpacific.com) directly ([aekestrom@hellerpacific.com](mailto:aekestrom@hellerpacific.com)).

## MARRS Facebook Fan Drive: 1,000+ Fans by Feb 5th

We're making a strong push to use our [MARRS Facebook Fan Page](#) to help keep you informed about all the future activities and special offerings taking place at [MARRS](#). Please help us meet our goal of establishing a fan base total of 1,000+ fans by February 5th. As an incentive, we will be awarding gift certificates to fans #500, #750, #1,000 as well as to the fans who referred each of these new benchmark fans. For more Fan Drive details, please click the following link: [MARRS Fan Drive](#).

To become a fan... Instructions are simple...If you have a [Facebook](#) account, use the following link to access the [MARRS Fan Page](#) or visit [www.facebook.com](http://www.facebook.com) and type in the following: "MARRS - Midtown Art Retail Restaurant Scene". Next, click the box labeled "Become a Fan". To refer friends, click on the link "Suggest to Friends" located below the MARRS profile photo positioned in the upper left hand corner of the page.

## Haiti Relief Effort - Sacramento locals are making a difference!

The relief efforts to help Haiti's recovery from January's devastating earthquake are reaching far & wide, however, for a disaster of this magnitude, there can never be too much help! To read more about how you can get involved and how local Sacramento businesses are offering a helping hand, please read this wonderful article published by the Sacramento Press:

[http://www.sacramento.press.com/headline/20757/Sacramentans\\_helping\\_Haiti](http://www.sacramento.press.com/headline/20757/Sacramentans_helping_Haiti).

For more information, please contact Mona Romero @ [mona@sacramento.press.com](mailto:mona@sacramento.press.com).

## Tenant Events & Specials

### [Asha Yoga](#)

Asha is offering a FREE Yoga 101 Workshop on Second Saturdays (February 13th & March 13th) from 1-3pm - learn the basics of Yoga at a comfortable pace inside of a beautiful space! Asha's popular Teacher Training Program will resume in APRIL. Reserve your space now and sign up via Asha's website: [www.ashayoga.com](http://www.ashayoga.com). Get news from the inside by becoming a Facebook Fan of Asha Yoga by clicking the link: [Facebook Fan Page](#) OR search Facebook: "Asha Yoga".

### [Azul Mexican Food & Tequila Bar](#)

NEW MENU ITEMS ADDED! Azul has added SEVEN (7) delicious items to the menu. OUR FAVORITE: "Cochinita Pibil": A Mayan-style roasted pork meal which is slowly cooked and marinated in axiote & orange juice. This exquisite dish comes wrapped in a banana leaf along with a serving of black beans (\$11.90 before tax). Don't forget dessert - now introducing another favorite of our's: FLAN! Are you looking for something simple and great that won't take a bite out of your wallet? Try the irresistible Azul tacos. Can't decide between chicken, asada, or carnitas? Order one of each along with a drink and a drink for less \$10.00 (including free chips & salsa).

### [Denim Spot](#)

WINTER SPECIALS: All men & women "MEK" jeans are now on sale for \$95/pair. For the month of February, ALL handbags priced at \$35! Stop by the store (suite #170) or call (916) 441-1905 for more information. Interested in getting the info from the inside: Get news from the inside by becoming a Facebook Fan of Denim Spot by clicking the link: [Facebook Fan Page](#) OR search Facebook: "Denim Spot Boutique".

## [Lounge On 20](#)

Beginning Thursday, February 4th @ 7pm, Lounge on 20 will launch its [Rumba Lounge!](#) Come visit the the launch and visit Lounge on 20 each Thursday to experience this weekly event that will feature Latin music, Latin DJs, and Lating dancing! Happy hour menu items and drink specials will be available. NO COVER CHARGE. Can't make Thursday nights? Come to Lounge on 20 on Wednesday evenings to enjoy "Wine & Live Jazz". For timely updates of events and specials hosted by Lounge on 20, become a Facebook Fan by clicking the link: [Facebook Fan Page](#) OR search Facebook: "Lounge ON20".

## [Luigi's Slice & Fungarden](#)

Luigi's Slice is Midtown's one stop shop for Pizza, Beer, Music, and Everyday Specials! HAPPY HOUR SPECIAL (3:00pm - 6:00pm): \$2.00 slices of Cheese or Pepporoni and \$2.00 "Show" Beers. LUNCH SPECIALS (Weekdays 11:00am - 3:00pm): MON - \$1.00 off slices & \$1.00 soda; TUES - \$2.00 Cheese or Pepperoni Slice; WED - \$3.00 Any slice; THURS - \$4.00 Pastrami or Meatball Sandwich; FRI - \$5.00 off any Large Pizza.

Luigi's Fungarden is the best place to catch all-ages shows (Music). More information, including a schedule of future shows for February & March, can be found on the [Fungarden MySpace page](#). If you would like to reserve the Fungarden for an event or performance, please call (916) 552-0317 or send an email to [luigismidtown@yahoo.com](mailto:luigismidtown@yahoo.com).

## [Mr. Pickles](#)

Mr. Pickles Midtown is serving the "MIDTOWN MEAL DEAL". Enjoy an irresistible Mr. Pickle's sandwich of your choice, a drink, and bag of chips for just \$9.00! Now open in Suite 120 at MARRS, right next to Asha Yoga. We recommend a warm sandwich or hot soup during these cold winter days! To be the first to hear about Mr. Pickle's discounts, 'give-aways', and new menu items, become a Facebook Fan by clicking the link: [Facebook Fan Page](#) OR search Facebook: "Mr. Pickles Sandwich Shop - Midtown".

## [Newsbeat](#)

Looking for something sweet for your Valentine? Newsbeat may just have a quick fix for you! Come browse through the most original and thoughtful greeting cards in town (not those stale poem filled cards you find in the grocery store aisle). Also, find a treasure chest full of sweets to go along with the perfect Valentine greeting. Newsbeat has an inventory of candies, cards, gifts, and magazine/newspapers, and drinks that will keep you entertained for hours... making Newsbeat the official "Urban Oasis" of Midtown!

## [Sacramento Comedy Spot](#)

Searching for culture in Midtown? Come discover Midtown's latest addition to the performing arts! Sacramento Comedy Spot presents LIVE COMEDY performances four (4) nights per week (Thursday - Sunday). Additionally, Comedy Spot offers classes to groups and individuals (improv, stand up, sketch comedy, & more). For the latest calendar of events, click the following link, [Calendar](#), or visit Comedy Spot's web page @ [www.saccomedyspot.com](http://www.saccomedyspot.com). Get the inside scoop by becoming a Comedy Spot Facebook Fan. Click the following link: [Facebook Fan Page](#) OR search Facebook: "Sacramento Comedy Spot".

## [Peet's Coffee and Tea](#)

Are RASPBERRY MOCHAS a cure for the Winter Blues? You be the judge and experience for yourself. Beginning in February, Peet's will be introducing a new beverage, Raspberry Mochas. Additionally, Peet's is now brewing up a new savory blend of coffee, UZURI BLEND. Start your morning off right with a proper wake up call or come in with a friend for a relaxing afternoon while enjoying an original Peet's coffee or tea. Enjoy the best coffee at the best location in town! Come visit Peet's Coffee in the heart of Midtown located at the corner of 20th & J Street.

## **IN OUR NEXT NEWSLETTER....**

Find out what's in store for SPRING 2010 @ MARRS!



## MARRS - Midtown Art Retail Restaurant Scene

1050 20th Street - Midtown Sacramento

[website](#) | [facebook](#)

Lounge ON20 | Asha Yoga | Mr. Pickles | Sacramento Comedy Spot | Azul Mexican Food  
Luigi's Slice & Fungarden | Denim Spot | Newsbeat | Peet's Coffee and Tea

**Interested in performing at MARRS?**

Contact [Andy Ekstrom](#) at (916) 761-1316

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