



FOR IMMEDIATE RELEASE

Contact Lauren Boston
Communications Director
202.400.3784
lboston@georgetowndc.com

Georgetown BID Announces New Summer Solstice Event at Georgetown Waterfront
Presented by the Georgetown Business Improvement District in partnership with Athleta, the June 21 special edition of Georgetown Sunset Fitness will feature free outdoor fitness classes + prizes & post-event promotions.

Washington, D.C. (June 5, 2019) – Celebrate the official start of summer, International Yoga Day, and the longest day of the year on Friday, June 21 with [Summer Solstice at Georgetown Waterfront](#). Presented by the Georgetown Business Improvement District in partnership with Athleta, the three-hour event (4 pm - 7 pm) includes free outdoor fitness classes taught by some of DC's best instructors, plus prizes, giveaways, and post-event promotions.

Class Schedule

4 pm – 5 pm: Yoga class sponsored by Down Dog Yoga
5 pm – 6 pm: Yoga class sponsored by The Wing
6 pm – 7 pm: Yoga class sponsored by Athleta

Prizes & Giveaways

The first 300 attendees will receive an Athleta swag bag filled with Athleta goodies and discount coupons, plus other Georgetown goodies and surprises (while supplies last). Attendees will also have the chance to win a \$100 Athleta gift card, one of two Down Dog Yoga 10-class packs, a Tuckernuck clutch and earrings, a Kendra Scott giveaway, and more!

Post-Event Promotions (with Summer Solstice Wristband)

- Drink specials from 7 pm – 9 pm at Church Hall (1070 Wisconsin Ave NW), including \$4 Marathon 26.2 beer, \$8 Hemingway daiquiris, and \$8 frozen Painkillers
- 50% off sweetflow at The Tavern (3333 M St NW)
- Extended happy hour from 3 pm – 8 pm at Pinstripes (1064 Wisconsin Ave NW), featuring \$4 glasses of wine, \$4 draft beer, \$5 rail mix drinks, and half-priced apps and flatbreads
- Private sip & shop from 7 pm – 8 pm at Tuckernuck (1053 Wisconsin Ave NW), plus 15% off purchases

Visit www.georgetowndc.com/summersolstice for more information and to register, and use #georgetownsummersolstice during the event.

For those interested in additional outdoor fitness opportunities, [Georgetown Sunset Fitness](#) returns to Georgetown Waterfront Park Wednesday, June 5. Hosted by the Georgetown BID, and led by Georgetown fitness studios, the free classes are held every Wednesday from 6 pm – 7 pm through August 28.

With over 40+ studios and athletic specialty stores in Georgetown, Sunset Fitness in the Park aims to promote a healthy lifestyle while introducing the various studios and instructors to those who work, play and live in Georgetown.

This summer's featured classes—including yoga, barre, and Pilates—will be taught by instructors from CorePower Yoga, Athleta, lululemon, Down Dog Yoga, Georgetown Yoga, and Outdoor Voices. Registration for each month will open two weeks before the first class of that month, and is encouraged, as classes will be capped at 100 participants. A full schedule and registration link can be found at www.georgetowndc.com/sunsetfitness.

The complimentary classes include bottled water and healthy snacks. Participants must bring their own yoga mat. In the case of inclement weather, all registrants will be notified by 3 pm that day if the class is canceled.

For more information on all Georgetown BID summer events, visit www.georgetowndc.com/events.

###

About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, destination management and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.

