



WalkBoston

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FOR IMMEDIATE RELEASE

**Borders at Downtown Crossing To Be Honored With First-Ever
WalkBoston Walkers' Choice Award**

Mayor Menino On-Hand To Congratulate Borders For Its Achievement

BOSTON— September 17, 2010: Mayor Thomas M. Menino and WalkBoston are pleased to announce that the Borders at Downtown Crossing has been selected to be the inaugural recipient of WalkBoston's Walkers' Choice Award. Mayor Thomas M. Menino will be a speaker at the awards ceremony, which is being held at the Borders at Downtown Crossing on Wednesday, September 22, from noon-1 p.m.

Now in its 20th year of pedestrian advocacy, WalkBoston created the Walkers' Choice Award to acknowledge and encourage the contributions made by the local business community in supporting wonderful walking places. Designed to promote the theme that "good walking is good business," the annual award recognizes businesses that provide inviting public spaces that encourage pedestrians to linger as they walk through the City.

"On behalf of the City of Boston, I want to congratulate Borders Books as the first recipient of WalkBoston's Walkers' Choice Award and thank WalkBoston for having recognized Borders' efforts," stated Mayor Menino. "With Readers Park, Borders has created a vibrant public space that provides shoppers, tourists, and residents with an area to relax and enjoy."

"Borders Books is a key retail anchor in Downtown Crossing and an active member of the Downtown Crossing Partnership. We take pride in their having won the inaugural Walkers' Choice Award," stated Rosemarie Sansone, President of the Downtown Crossing Partnership.

Dan Durica, General Manager of the Borders at Downtown Crossing, stated, "we are so excited that Borders was chosen by WalkBoston as the first recipient of the Walkers' Choice Award." "We want to thank Mayor Menino and the Downtown Crossing Partnership for their ongoing support, and our landlord, Clarendon USA, for keeping the public space so clean and inviting."

"The Borders at Downtown Crossing is a model retail neighbor," stated Wendy Landman, WalkBoston's Executive Director. "With its engaging storefront book carts, author events, café and public seating area, public restrooms, and generous hours of operation, Borders has established itself as a key destination and lively anchor for the surrounding community."

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