



Press Release

9th February 2011

Dublin gets dating!

This Saturday 12th February, fifty couples will take to the streets of Dublin to enjoy a range of unique and unusual dates around the city. The event, "50 dates in Dublin", is being organised by Dublin City Business Improvement District (BID) in conjunction with its business members across the city and offers couples the chance to win fun and quirky rendez-vous around the city centre.

Ten couples will be match-made on air in association with 98fm's Steven Cooper show. The remaining 40 dates will be won through an online competition where people can nominate themselves or another couple they feel deserves a special outing together.

Dates range from slightly surreal to active and adventurous, relaxing and just downright romantic. Couples will dine out in some unusual places - quite literally under Clerys Clock as they lunch in the window of the department store where so many Irish romances began or on their own private Luas tram stationed at Stephens Green. Music will fill the air as a couple learn to play the bodhran together and another their own special piano duet. The more creative couples will be transforming t-shirts into handbags, designing and making a piece of jewellery (to take home) and drawing a cartoon version of their date. A couple can design their own "love stamp" and read love letters from the past at the An Post museum in the GPO with lots of other museums and theatres around the city offering a little culture through private tours. Others will scale climbing walls, become Vikings for the day, venture into the wonderful world of leprechaun imagination and much more.

Richard Guiney, CEO of Dublin City BID says, "This is about celebrating the great range of entertainment that Dublin city has to offer. There really is something for everyone. Also, with St Valentine's Day is coming up, the event will hopefully offer a little inspiration to those looking for unique ways to make romance a little bit more fun!"

All dates take place on Saturday 12th February. Details of dates on offer and more information can be found on www.50datesindublin.ie

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About Dublin City BID

Dublin City BID is a not for profit organisation charged with creating a welcoming and economically viable city environment. It represents over 2,000 businesses in the city centre and works with its partners to enhance the appeal of the city centre as a place for shopping, recreation and business development by increasing footfall and improving overall trading performance.