



**FOR IMMEDIATE RELEASE**

October 6, 2010  
Contact: Abel Magana, (805) 385-2705  
[abel@downtownoxnard.org](mailto:abel@downtownoxnard.org)  
[www.downtownoxnard.org](http://www.downtownoxnard.org)

## **Downtown Oxnard Launches New Website**

**Redesigned, visually stunning and content-rich, [www.DowntownOxnard.org](http://www.DowntownOxnard.org) is a comprehensive interactive guide to dining, attractions, and events in the heart of the city.**

Oxnard, CA – The Oxnard Downtown Management District (ODMD) today announced that it has officially launched a redesigned website at [www.DowntownOxnard.org](http://www.DowntownOxnard.org).

The new site represents a significant technological upgrade over the previous site allowing for frequent updates and interactive communications with downtown merchants and patrons. Besides the enhanced functionality, the design boasts a beautiful photo gallery, video, and printable coupons from merchants and restaurants.

“The goal of the redesign was to give visitors a virtual tour of the downtown and convey a sense of all the wonderful shops, restaurants, and entertainment options that are available,” said Abel Magana, Executive Director of the ODMD. “It’s a visually compelling site with many great images including many friendly faces of our district business owners.”

Magana said that while Downtown has undergone a major physical transformation and revitalization since property owners formed a business improvement district in 2001 to spur investment, misperceptions persist. The website provides a window to the reality of what is now a vibrant and safe Downtown with dozens of excellent dining establishments, a state-of-the-art cinema, and unique historical attractions.

“Locals and tourists alike can log on and view all the recent developments, search our merchant directories for any number of needed everyday service providers and retailers, access special promotions, and find out when all the exciting events are taking place,” said Magana.

In addition to the general consumer/tourist content, the website also serves as a platform for communicating with district member businesses. Convenience features include a form to report issues. And to encourage further new business development, one channel is dedicated to prospective business owners and provides information on programs and incentives to entice new them to establish a business downtown.

To experience the website firsthand, go to [www.DowntownOxnard.org](http://www.DowntownOxnard.org).

###

### **About the Oxnard Downtown Management District**

The Oxnard Downtown Management District is a dynamic, non-profit corporation dedicated to making Downtown Oxnard a great place to live, work and play. As the leading advocate for downtown, the ODMD works in partnership with business and government to identify needs, develop strategies, shape public policy and implement programs to strengthen the economic vitality of Downtown Oxnard and its role as the historic and cultural heart of the community.

OXNARD DOWNTOWN MANAGEMENT DISTRICT  
445 South “B” Street, Oxnard, CA 93030 (805) 385-2705 [www.downtownoxnard.org](http://www.downtownoxnard.org)

*A dynamic non-profit corporation dedicated to making downtown Oxnard a great place to live, work and play!*