



# **Downtown Detroit Partnership Introduces New Website and “Insider’s Guide” Mobile Application**

## ***Website & Mobile Guide Helps Locals, Visitors Explore Downtown Detroit***

DETROIT— May 21, 2014 — The Downtown Detroit Partnership (DDP) today introduced a refreshed website and the Detroit Insider’s Guide mobile app for Downtown Detroit. Both efforts extend the DDP’s objective of being a go-to resource for all things Downtown Detroit.

“The Detroit Insider’s Guide and new website work in concert to highlight and promote Downtown Detroit many offerings including entertainment, dining and shopping,” said Dave Blaszkiewicz, President & CEO of the Downtown Detroit Partnership. “The app truly provides a unique, ‘insider’ view of the city and will hopefully empower and encourage employees, residents and visitors to explore new favorite destinations and activities.”

DDP’s new website at [www.downtowndetroit.org](http://www.downtowndetroit.org) has been redesigned as part of the organization’s re-branding and was benchmarked against other downtown websites to ensure optimum user experience. Users will find streamlined navigation centered on the DDP’s live, work and play priorities and functionality such as a newsfeeds, events listings and an interactive map that allows the site to speak to a broader Downtown audience. The site is tablet and mobile adaptable.

The Detroit Insider’s Guide is a free app that offers an inside look into events, shopping, restaurants, bars and other attractions across Greater Downtown Detroit. The GPS-enabled application highlights nearby attractions on a real-time map and provides users with directions to each location. Users can search for specific terms or browse by categories such as events, food and bars, shopping and attractions. The application also gives both locals and visitors the opportunity to save favorite spots and create a Detroit “must do” list.

Users also have the unique opportunity to speak with a Detroit native through the “Ask a Local” function, which connects directly to local welcome and information center, D: Hive. During D:Hive business hours, anyone using the Detroit Insider’s Guide can connect live with a D:Hive representative to discuss how to make their time in Detroit a success.

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In addition to helping locals and visitors tour Detroit, the app connects users to Project Lighthouse locations. Project Lighthouse is a safe haven program designed to provide help to anyone who is lost, having vehicle trouble or concerned with their safety. More than 30 businesses in the Central Business District, along with the Detroit Police Department, act as “lighthouses” – 24/7 locations designated to ensure the comfort of those who live, work or play Downtown.

The app is available for both Android and Apple iOS mobile devices. To download the app, visit the Downtown Detroit Partnership website, Google Play or the Apple App Store.

### **About Downtown Detroit Partnership**

The Downtown Detroit Partnership is a private/public partnership of corporate and civic leaders that supports advocates and develops programs and initiatives that create a clean, safe, inviting and economically strong Downtown Detroit community. More information is available at [www.downtowndetroit.org](http://www.downtowndetroit.org).

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