

# 303GRAND

A Revolving Storefront

## FOR IMMEDIATE RELEASE

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A Two-Week Art and Culture Series Launches the Grand Opening of Brooklyn's Newest Pop-up Retail & Event Experiential Space

On March 1, 2009, alternative marketing agency Street Attack will launch 303GRAND, a revolving store front and concept boutique in Brooklyn, NY. The space, located in the hip and trendy neighborhood of Williamsburg, will provide a unique retail rental opportunity for brands, artists and organizations with minimal time or budget commitment. With their nontraditional marketing background, Street Attack will collaborate with clients to not only create unique experiential environments in the physical space, but concepts that extend to largescale programs and include the digital and social media world as well.

303GRAND will launch with a two-week free event series titled CHOICE. The event will exhibit a new medium each day including fashion, live art, technology, photography, film, and much more. The audience will be able to enjoy the work of some of NYC's most brilliant tastemakers, while being able to mingle with like-minded people, learn from new innovations and get a taste of what's to come at 303GRAND.

The opening series also celebrates the launch of the new edition of CHOICE Magazine, an annual trends and communications publication produced by Street Attack. The magazine will be available for download on March 1, 2009 at [www.streetattack.com](http://www.streetattack.com).

For more information about 303GRAND, a schedule of upcoming events and rental opportunities please visit [www.303grandnyc.com](http://www.303grandnyc.com).

About Street Attack:

Based in Boston, MA, Street Attack is a leading alternative and digital marketing agency. Since 2001, the company has provided successful strategy, creative and nationwide execution for consumer facing companies and web-based businesses. Street Attack specializes in word-of-mouth and grassroots campaigns, interactive and social media marketing services, promotional programs, event marketing and production, and alternative/guerrilla activations. Street Attack also has a trends and marketing communications blog at [www.WeAreChoice.com](http://www.WeAreChoice.com).