

## **FOR IMMEDIATE RELEASE**

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### **MIDWEST-CBK PARTNERS WITH THE CHICAGO MARKET: LIVING AND GIVING® TO HOST TWITTER RAFFLE AT THE JANUARY MARKET, JANUARY 21-27, 2010**

**CHICAGO (December, 2009)** - The Chicago Market: Living and Giving® will once again offer attendees an exciting opportunity to stream show content live, in real-time, directly from the show floors every day. Inspired by the broad reach of social networking and the convenience of real-time conversation, The Chicago Market encourages its showrooms, exhibitors, buyers, retailers and sales reps to micro-blog through Twitter.com before, during and after its upcoming January Market, January 21-27, 2010.

“We encourage buyers, retailers, exhibitors, and showrooms to participate in this Twitter campaign and share their unique Market information throughout the show,” said Joan Ulrich, senior vice president, MMPI. “Twitter is a great tool that not only allows a free flow of useful information, but it also encourages collaboration and community within our industry.”

The Chicago Market is excited to partner with industry leader Midwest-CBK (Suite 13-155) to promote this opportunity for attendees to share show content live directly from the show floors. Attending buyers, retailers, exhibitors, showrooms at this year’s Chicago Market can capture and share activities and event happenings at the show via Twitter under the hashtag **#Chitowngift**. Buyers, retailers, exhibitors and showrooms are also encouraged to Tweet upcoming specials, show events and other pertinent show information before and after the Market.

“Midwest-CBK is partnering with the Chicago Market to bring January market attendees a cutting-edge way to take word-of-mouth information and amplify it, sharing tips, real-time information and updates throughout the market, and the opportunity to win great prizes,” said Frederic Contino, president, Midwest-CBK. “Twitter is a good, free resource for buyers, retailers, showrooms and exhibitors, and brings the Chicago Market experience to a new level.”

In addition to up-to-the-minute updates on events, programming and other happenings, Chicago Market followers can win fantastic prizes. Simply use the Chicago Market hashtag (**#chitowngift**) in all market-related tweets from January 14 – January 27 and each tweet will count as a raffle ticket. Winners will be chosen each day, Friday, January 22 – Monday, January 25, and will receive a Flip digital camcorder. A grand prize winner will be chosen on the last day of Market, Wednesday, January 27, and will receive a Sony 32” Bravia S-Series Flat Screen LCD TV.

To join the conversation or enter the raffle, follow @Chicago\_Market on Twitter and provide your thoughts leading up to and during the show with the official event hashtag #chitowngift.

Go to [http://twitter.com/Chicago\\_Market](http://twitter.com/Chicago_Market) to join Twitter for free and receive real-time updates.

For more information visit [shopchicagomarket.com](http://shopchicagomarket.com).

**\*NO PURCHASE NECESSARY.**

Void where prohibited. Odds depend on number of applicants who participate. Retail values of prizes are \$130 and \$430. Participants enter from January 14, 2010 through January 27, 2010. Drawings will be held on January 22, 23, 24, 25 and 27, 2010 and the winner will be notified by the email address provided by January 27, 2010. Rules available upon request.

2010 Chicago Market: Living and Giving®

Thursday, January 21 – Wednesday, January 27, 2010.

**Temporaries and Beckman's Handcrafted Show®**

Saturday, January 23 – Tuesday, January 26, 2010.

**\*\*The Chicago Market and Gifts & Decorative Accessories Magazine are offering three FREE issues as a thank you to buyers who pre-register for the January 2010 Market in appreciation of their support. Visit [www.chicagomarket.com](http://www.chicagomarket.com) for more information.**

**Midwest-CBK** sparkles as the national design leader in home décor, gifts, holiday, and candles. Midwest-CBK is proud to bring independent retailers more choices in style, design and sparkle of exclusive and unique products, made simple with one simplified ordering program and four convenient ways to order. Please call 800-394-4225 or visit [www.mwcbk.com](http://www.mwcbk.com) for more information. Midwest-CBK's Chicago showroom is located in Suite 13-155.

**The Chicago Market: Living and Giving** is a trademark of MMPI. **Beckman's Handcrafted Gift Show** is a registered trademark of MMPI. The Chicago Market: Living and Giving is the longest running gift show in the United States and is a quarterly wholesale tradeshow designed for store owners, retail buyers and designers to shop a wide array of quality products ranging from home accents and furniture to handcrafted or eco-friendly product to collectible items, holiday, baby/children's product, gourmet and more. The Chicago Merchandise Mart is located at 222 Merchandise Mart Plaza, Chicago, IL 60654. For more information call 800.677.6278 (MART) or visit [www.shopchicagomarket.com](http://www.shopchicagomarket.com).

**MMPI** is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center in Washington D.C.

**Vornado Realty Trust**, owners of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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