



FOR IMMEDIATE RELEASE

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NEW ROSE BOWL FLEA MARKET TOURS
HELP SHOPPERS BUY AND CONQUER

Urban Guide to the Rose Bowl Flea Market tours start December 13, 2009.

PASADENA, Calif. – Beginning December 13, bargain hunters can learn to navigate the world's largest flea market with the all-new Urban Guide to the Rose Bowl Flea Market tours.

Offered by Urban Shopping Adventures and the Pasadena Convention & Visitors Bureau, the tours help shoppers maximize their time and find the goods they're seeking by teaching them how to traverse a maze of 2,500 booths filled with antiques, vintage clothing, collectibles and hand-crafted items. The tours start with an overview of the market, plus highlights of extraordinary finds in all major categories. This enables shoppers to scope out the furniture, clothing, accessories, and gifts that fit their unique styles. Tour-goers will also meet some Rose Bowl Flea Market veterans with fascinating stories to tell.

The Rose Bowl Flea Market takes place the second Sunday of every month at the Rose Bowl in Pasadena. Two different 1.5-hour tours are offered. Space is limited. Advance packages, which include admission and tour, can be purchased online at VisitPasadena.com. Same-day, tour-only tickets can be purchased on site if space allows.

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Rose Bowl Flea Market Tours/Add 1-1-1

Express Preview Tour & Admission Package

Lets shoppers in before the crowds! Includes Flea Market admission and tour.

8:15 a.m. – 9:45 a.m.

Special advance online price: \$28 per person

Must be purchased 48 hours in advance at VisitPasadena.com.

Regular Tour & Admission Package

Includes Flea Market admission and tour.

10 a.m. – 11:30 a.m.

Special advance online price: \$23 per person

Must be purchased 48 hours in advance at VisitPasadena.com.

Same-day, Tour-only Prices

Sold just inside the admission gate, near the first red canopy.

Express Preview Tour: \$20 per person

Regular Tour: \$18 per person

Does not include Flea Market admission; admission must be purchased separately.

Packages can be purchased through the Pasadena Convention & Visitors Bureau's Web site at VisitPasadena.com. For group tour rates or questions, contact Urban Shopping Adventures at (213) 683-9715 or info@urbanshoppingadventures.com.

For additional visitor information, contact the Pasadena Convention & Visitors Bureau (CVB) at (800) 307-7977 or VisitPasadena.com. The Pasadena CVB is a nonprofit organization dedicated to marketing Pasadena as a desirable meeting, convention and leisure travel destination.

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