

# Out & About



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A PUBLICATION OF DOWNTOWN MONCTON CENTRE-VILLE INC.



## HubCap 007 Is Not Just for Laughs

There's more to a great comedy festival than laughter. A growing number of companies in Greater Moncton's corporate community are using festival tickets as a business tool, a way to build employee morale and show appreciation to special clients.

The founder and president of the HubCap Comedy Festival, Marshall Button says, "February in New Brunswick is really brutal for business managers. It's cold and miserable. Morale is low. Productivity falls off. One business manager told me that his workplace motto was, 'The beatings will continue until morale improves'. Then he discovered the therapeutic value of HubCap comedy. It's a great cure for the winter blahs."

For detailed information or to purchase tickets, contact the Festival headquarters at 855-8525 and be sure to check out the schedule at [www.hubcapcomedyfestival.ca](http://www.hubcapcomedyfestival.ca).

## Did you know?

*Pizza Delight has now reopened in Highfield Square...*



The Greater Moncton  
Chamber of Commerce  
La Chambre de commerce  
du Grand Moncton

Host



Sponsor



## Get Back to Business!

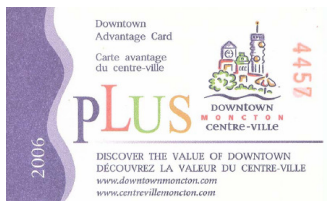
The *Greater Moncton Chamber of Commerce* invites you to their first Business After 5 of 2007 on **January 11<sup>th</sup>**.

**Location:** *Moncton Press Club*  
160 Assumption Blvd.

**Time:** 5 p.m. to 7 p.m.

**Cost:** Free!

**Don't forget to bring your business cards!**



## New 2007 DMCI Advantage cards available to downtown employees at the end of month!

*Downtown Moncton Centre-ville Inc.* is hard at work revamping its *Advantage* card for 2007. At the end of January, *DMCI* will unveil its new card and it will then be made available to downtown employees. "We wanted to make slight changes to the program and to the card in order for people to differentiate it from last year's card. We also dropped the PLUS to simplify the branding of our card", explains Daniel Allain, *DMCI's* Executive Director. For now, participating merchants are encouraged to continue accepting the 2006 Downtown Advantage card.



**Sasha's Martinis, Tapas and Lounge temporarily closed due to water damage**

The popular downtown spot has suffered extensive damage following last Monday's heavy rains, freezing rain and ice pellets. *Sasha's*, which has been opened at 196 Robinson Court for 20 months, plans to be back bigger and better in early February. "You can only look at the positive, this is an opportunity for us to make adjustments to our establishment and we look forward to seeing our customers very soon", explains Manager, Peter O'Toole. **We'll keep you posted for details regarding a grand reopening!**



*Downtown Moncton Centre-ville Inc.* is looking for feedback from participating merchants in regards to the 2006 *Plus (Advantage Card)* Program. For businesses looking to be part of this incredible opportunity for 2007, don't wait and call 857-2991 or e-mail at [jfrenette@downtownmoncton.com](mailto:jfrenette@downtownmoncton.com)