



**NEWS RELEASE**  
**For Immediate Release**  
**February 1, 2018**

**DOWNTOWN EVANSTON PARTNERS WITH LYFT**  
**To Provide Discounted Rides During North Shore Restaurant Month**

Evanston, IL – Downtown Evanston is partnering with **Lyft** to provide discounted, responsible rides to and from downtown Evanston for Chicago's **North Shore Restaurant Month** from February 1-28, 2018. Now in its 10<sup>th</sup> year, this popular dining event features more than 100 of the North Shore's most popular restaurants offering a variety of specials and discounts.

This year, there are 29 restaurants in downtown Evanston offering free appetizers or desserts, a percentage off the entire bill, prix fixe meals, 2 for 1 specials and much more. Some of these restaurants include Boltwood, Edzo's Burger Shop, The Stained Glass, Bangers & Lace, Trattoria Demi and more. For a complete list of participating restaurants and their special offers, or to print a dining certificate that can be used at all of them, please visit [www.NorthShoreDiningDeals.com](http://www.NorthShoreDiningDeals.com).

**Lyft Promotion**

To encourage visitors to downtown Evanston for North Shore Restaurant Month, Lyft is offering new and existing Lyft users 20% off two rides using a special code. Follow these three steps to enjoy this promotion:

1. Download the [Lyft app](#)
2. Enter the code **EVANSTONRM18** in the promos section
3. Request a ride and get picked up within minutes

Please note that the Lyft promotion is valid from Feb. 1 to March 1, 2018 between 4pm and 11pm and you must be going to or being picked up from within a mile of 820 Davis Street, Evanston, IL 60201.

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*Downtown Evanston is a nonprofit corporation that provides marketing and management services to Evanston's downtown business district. For additional information, visit [downtownevanston.org](http://downtownevanston.org) or contact Laura Brown, Business Outreach and Marketing Manager at [lbrown@downtownevanston.org](mailto:lbrown@downtownevanston.org) or 847-866-6319.*