



GREATER BOSTON
CONVENTION & VISITORS BUREAU

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Boston Welcomes New Shopping and Entertainment Destination

Assembly Row Adds to Boston's already great shopping

BOSTON, MA (April 2, 2014) Opening spring of 2014, the Boston area will welcome the expansion of Assembly Square in Somerville, MA. Just 8 minutes north of Boston, Assembly Square is undergoing a \$1.2 billion expansion. The large majority of this development has been named "Assembly Row".

This destination is being highlighted as Boston's newest premiere-brand outlet, dining and entertainment village, including a 62,000 square foot AMC movie complex. Some outlets to mark on your must hit list when it opens on May 29 are: Brooks Brothers, Charlotte Russe, Chico's, Clarks, Converse, Le Creuset, Nike Factory, Orvis and Saks Off 5th, among others. The Assembly Row family also welcomes well known restaurants such as Papagayo and JP Licks. In July, Earl's Kitchen & Bar, Fuji, Legal C Bar and Sugar Heaven will be added and in the fall, look for Ann Taylor Loft, Ernesto's, PAUL Bakery and Tony C's. This destination will be a must see, shop and dine for all ages.

Assembly Row is a 45-acre, one-of-a-kind, mixed-use neighborhood unlike any other place in the Boston metro area. It has its own subway T-stop, is directly accessible to I-93 and Route 28, and will grow a rich network of bike paths connecting to Boston. Assembly Row will include 1.75 million square feet of new office space, more than 500,000 square feet of retail space and 2,100 new apartments, plus a six-acre park along the Mystic River.

Speaking of fun for all ages, who doesn't love LEGOLAND? Assembly Row will be the home to the \$2.8M LEGOLAND Discovery Center a 44,000 sq. ft. indoor facility. LEGOLAND broke ground October 16, 2013 and is scheduled to open May 29, 2014.

Looking for a full shopping getaway, visit the other wonderful shopping areas around Greater Boston such as:

Newbury Street. "Boston's most enchanting street" is eight blocks long and filled with salons, boutiques, and fabulous dining. Boston's Newbury Street has something for everyone.

The Shops at Prudential Center. Located in the center of the city you will find unique shopping, including places like Vineyard Vines, Lord & Taylor, Saks Fifth Avenue, Sephora, and Vera Bradley. Plus you'll find a variety of popular activities, and restaurants such as Legal Sea Foods and 5 Napkin Burger, and it's all under one roof. The Shops at Prudential Center are easy to get to, and easy to get anywhere from. It should be the starting point of every Boston Visit.

Copley Place. Located in the historic Back Bay and connected to The Shops at Prudential Center, Copley Place is Boston's most distinctive shopping destination with 75 stores including Neiman Marcus, Barneys New York, Tiffany & Co., Jimmy Choo, Intimacy, Tourneau, Salvatore Ferragamo, David Yurman, A|X Armani Exchange, Louis Vuitton, Emporio Armani, Elie Tahari, Christian Dior, Burberry, and BCBGMAXAZRIA. The upscale center includes two levels of shopping, restaurants, four office buildings, 1,400 parking spaces and two hotels, The Westin Hotel and The Boston Marriott Copley Place.

Faneuil Hall Marketplace. With more than 100 of the finest shops and specialty pushcarts visitors enjoy Boston shopping at its best. Locally-owned treasures, nationally recognized retailers, and the Bullmarket...the world's first "fleet" of wholly unique pushcarts featuring New England artisans and their fabulous wares. Customers enjoy unique, locally loved, and nationally recognized shops while indulging in the worldwide cuisine at our restaurants, pubs, and in the world-famous Quincy Market Colonnade. Faneuil Hall Marketplace is located in downtown Boston just steps away from the waterfront.

Keep in mind there is no tax on clothing purchases of \$175 and under in Massachusetts and if you go over that, you only pay tax on the difference. If you buy a coat for \$200, tax is paid only on the \$25 difference. All major credit cards are accepted at most places; however, some smaller retailers may not accept American Express. Most American stores will allow returns. Be sure to check each store's individual return policy.

For more information, go to <http://www.bostonusa.com>.