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## This Month's Features:

- ST. PATTY'S PALOOZA
- WIN A 4-PACK OF TICKETS TO INNSBROOK AFTER HOURS
- BRIEF SNAPSHOT OF THIS MONTH'S EVENTS AND ACTIVITIES
- AT-A-GLANCE EVENT CALENDAR



## INNSBROOK'S ST. PATTY'S PALOOZA FAMILY FUN EVENT SUPPORTS ST. BALDRICK'S DAY AT INNSBROOK

Live Music, Live Radio Broadcasts, Dance, Displays, Eats, Drinks, An Appearance From The Richmond Raiders With Star Quarterback Bryan Randall & Much More!

Kick-off your St. Patrick's Day week to join us at the Entrance to Innsbrook on Saturday, March 12 from 1 p.m. to 5 p.m. for the St. Patty's Palooza. So what's St. Patty's Palooza all about? The Innsbrook Business Alliance is organizing and sponsoring a variety of activities throughout the Innsbrook Shoppes and Wilton Square that build on the synergy and help support the fundraising efforts of the St. Baldrick's Day event going on at the same time in the courtyard at the Innsbrook Shoppes, adding to the fun and excitement of the Innsbrook St. Baldrick's Day event.



### St. Patty's Palooza has fun events and more:

- ▶ **St. Baldrick's Day** challenges volunteers to go bald for a cause. "Shavees" collect donations for the St. Baldrick's Foundation and in exchange for the funds, volunteers agree to have their heads shaved. The St. Baldrick's Foundation is a volunteer-driven charity committed to funding the most promising research to find cures for childhood cancers and give survivors long and healthy lives.
- To sign up as a shavee, volunteer or to donate, go to [INNSBROOK.com](http://INNSBROOK.com) or email Lauren Summers at [lsummers@innsbrook.com](mailto:lsummers@innsbrook.com)
- ▶ **Live radio broadcasts** Four FM radio stations will be streaming live on location at the Innsbrook Shoppes and Wilton Square: 103.7 The River, 95.3 Today's New Country, 96.5 Classic Rock and Hot 100.9. DJ Sam Giles is in the line-up as a volunteer to have his head shaved for a good cause - come show your support and donate to St. Baldrick's Foundation.
- ▶ **Experience a hands-on petting zoo** with the chance to touch and learn about a variety of animals at Wilton Square.

- ▶ **A special thanks to the Boy Scouts and Girl Scouts** who are volunteering for the day's events, selling cookies and more.



- ▶ **The Innsbrook Shoppes cranks it up with an evening of Irish festivities** – The fun continues with live music, Irish eat and drink specials, prizes and more.
- ▶ **Kids, bring on your bikes** for the Bike Rodeo and Safety Check! The Innsbrook Patrol will check out the safety of kids' bikes and helmets and demonstrate safe bike riding. A challenging Bike Rodeo route will be set up for kids to navigate without knocking over any cones.

- ▶ **See the Richmond Raiders and Quarterback Bryan Randall** – Come meet team players of the Richmond Raiders, Virginia's professional indoor arena football team with the Southern Indoor Football League. Quarterback Bryan Randall has volunteered to have his head shaved to raise funds for St. Baldrick's Foundation. Catch the buzz and cheer him on! See the Lady Raiders Cheerleaders and meet Risky, the Raiders' mascot.



- ▶ **Firefighters from Fire Station 22** will have lots of valuable fire safety tips for folks and will demonstrate their firefighting equipment for kids.
- ▶ **Local crafters and vendors** – will have creative and interesting gift items on display and for sale.
- ▶ **Dance an Irish jig and other folk dances** – Kick up your heels with professional dance instructors from Rigby's Jig to get your feet moving to the Irish beat.
- ▶ **Bands perform live** throughout the day and into the night. Follow the sounds of music into the restaurants and enjoy the fine fare and St. Patrick's specials while listening to some tunes.

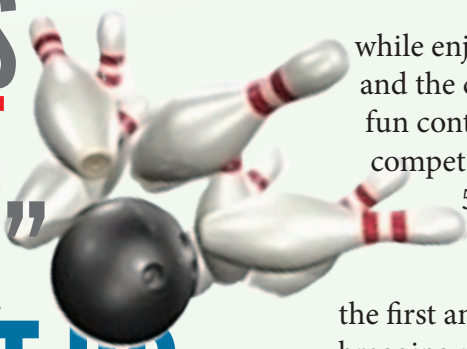
Be a part of this "funtastic" community-wide event to support the life-saving efforts of the St. Baldrick's Foundation to fund essential research to find cures for childhood cancers. Come mix and mingle between the shops and restaurants, listen to the bands, stroll through all the activities, and experience the vibe of people coming together for a good time and a good cause. Sponsored by the Innsbrook Business Alliance.

**Innsbrook**  
BUSINESS ALLIANCE

**Innsbrook**  
Owners Association

Proud Sponsors Of This Special Supplement Featuring Future Events At Innsbrook.

# “STRIKES AGAINST CANCER” BOWL IT UP FOR A GOOD CAUSE



while enjoying free food, beverages and the chance to win prizes! The fun continues with some friendly competition bowling beginning at 5 p.m. Registration includes two games of bowling and shoe rental. The first place team wins the first annual winner's trophy and bragging rights for the year.

**Tuesday, March 15  
4:30 p.m. – 7 p.m.  
Shrader Lanes  
8037 Shrader Road**

Lovern and Friends was created to honor Michael Lovern in his fight against cancer and his incredible recovery, thanks in part to a supportive group of friends, family, and an expert team of doctors from the

Calling all Innsbrook businesses to bowl it up for a good cause. Join us for the Innsbiz “Strikes Against Cancer” networking event on Tuesday, March 15 at Shrader Lanes. A great time will be had by all with bowling and networking to raise funds for Massey Cancer Center through the Lovern and Friends Charity.

**Meet and mix with Innsbrook business neighbors while enjoying free food, beverages and the chance to win prizes!**

Attendees have the opportunity to mingle with folks from local businesses to showcase their retail, corporate and support services to better serve the Innsbrook community. Sponsorships are available for companies to purchase their own personalized lane for the evening, giving your company name recognition and the opportunity to promote your business to the Innsbrook community.

MCV and the VCU Massey Cancer Center. To commemorate his successful recovery, Lovern and Friends raises money for the VCU Massey Cancer Center to contribute to the ongoing research and care of all those affected by cancer.



Sign-up today!  
Go to [INNSBROOK.com](http://INNSBROOK.com)

The night kicks off with a social splash to meet and mix with Innsbrook business neighbors

Innsbiz is an organization of businesses within Innsbrook that work together to identify business opportunities in this new and challenging economy. Innsbiz events promoting Innsbrook business visibility, networking opportunities and professional development are held throughout the year.

# Win a 4-Pack of Tickets to Innsbrook After Hours Season Opener - Lynyrd Skynyrd



It's a new year and a whole new concert series. The 2011 Innsbrook After Hours season is just around the corner. Now in its 26th year, the season's schedule is shaping up, kicking off with season opener Lynyrd Skynyrd. Stay tuned to get the latest concert updates and event schedule as it is released.

This is your chance to win four tickets to the season opening act. Submit your entry today for a lucky winner to be announced Friday, April 15. No purchase necessary.



Want to get in on the action? The Innsbrook Owners Association is offering the first-ever “Win a 4-pack of Tickets Giveaway.”

**IT'S EASY, here's how it works:**

- 1 Go to [Innsbrook.com](http://Innsbrook.com) and click on the “Win a 4-Pack of Concert Tickets” button in the upper right corner of the website.
- 2 Fill out the entry form and press submit.
- 3 Winner will be announced Friday April 15!

**Enter today!**  
Go to [INNSBROOK.com](http://INNSBROOK.com)

# EVENTS & ACTIVITIES

**Tuesday, Mar. 1, 8 & 15**  
**Innsbrook's Biggest Loser**  
 11:30 a.m. – 1 p.m. Weigh-In  
 Shady Grove YMCA  
 11255 Nuckols Rd.



Come out a winner at Innsbrook's Biggest Loser! Teams work together to eat healthy and exercise to achieve their weight loss goals. The overall winning team is the one that has all members achieving or exceeding their weight loss goals.

Visit [INNSBROOK.com](http://INNSBROOK.com) for more information.

**Wednesday, Mar. 9**  
**Innsbrook Executives' Breakfast Club**  
 7:15 a.m. – 8:45 a.m.  
 Markel Salons  
 4501 Highwoods Pkwy.



Don't miss March's Innsbrook Executives' Breakfast Club featuring speaker Todd "Parney" Parnell discussing the Richmond Flying Squirrels' Success Story. Meeting sponsored by First Capital Bank and breakfast provided by Apple Spice Junction.

Check [INNSBROOK.com](http://INNSBROOK.com) for details.

**Thursday, Mar. 10**  
**Innsbrook Wellness Forum**  
 Noon – 1 p.m.  
 Markel Salon A  
 4501 Highwoods Pkwy.



The Innsbrook Wellness Committee welcomes Richmond Eye Associates discussing March's topic, "Vision: Keep Yours." The forum is free to attend and a light lunch is provided.

Go to [INNSBROOK.com](http://INNSBROOK.com) to RSVP.

**Saturday, Mar. 12**  
**St. Baldrick's Day & St. Patty's Palooza**  
 1 p.m. – 5 p.m.  
 Innsbrook Shoppes & Wilton Square  
 Corner Cox Rd. & Broad St.



The Innsbrook Shoppes courtyard is the site for Innsbrook's Second Annual St. Baldrick's Day event. In 2010, over \$30,000 was raised and this year the goal is to raise \$50,000 for the St. Baldrick's Foundation. The St. Patty's Palooza is a day of Irish festivities throughout Innsbrook Shoppes and Wilton Square that build on the synergy and help support the fundraising efforts of St. Baldrick's Day. Enjoy Irish dance demonstrations, live bands, live radio broadcasts, displays, crafts, eats, drinks, an appearance from the Richmond Raiders and star quarterback Bryan Randall and so much more! Collect a few bucks from family, friends and coworkers to donate and help support the fight against childhood cancers, and join us at the entrance to Innsbrook. Organized and sponsored by the Innsbrook Business Alliance

Go to [INNSBROOK.com](http://INNSBROOK.com) for details.

**Tuesday, Mar. 15**  
**Innsbiz "Strikes Against Cancer" Networking Event**  
 4:30 p.m. – 7 p.m.  
 Shrader Lanes  
 8037 Shrader Rd.



Innsbiz is bowling it up to raise funds for Massey Cancer Center through the Lovern and Friends Charity. Meet and mix with your Innsbrook business neighbors for networking opportunities while enjoying free food, beverages, the chance to win prizes and friendly bowling competition. Go to [INNSBROOK.com](http://INNSBROOK.com) to sign-up!

**Monday, Mar. 21**  
**Innsbrook Business Alliance Meeting**  
 8:30 a.m. – 9:30 a.m.  
 Markel Salons  
 4501 Highwoods Pkwy.



Join us for the Innsbrook Business Alliance meeting where Innsbrook businesses partner together with the goal of strengthening and supporting an increased awareness of the Innsbrook community.

To RSVP go to [INNSBROOK.com](http://INNSBROOK.com)

**Saturday, Mar. 26**  
**MS Walk**  
 9 a.m. – 1 p.m.  
 Markel Plaza  
 4600 Cox Rd.



Make a difference for people living with MS. These one- and three-mile walks support the programs, services and research sponsored by the National Multiple Sclerosis Society.

Register on [INNSBROOK.com](http://INNSBROOK.com)



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For more information about news or advertising in *Inside Innsbrook* or *Innsbrook Today Magazine*, call *Innsbrook Today Magazine* (804) 418-7395.

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## MEETINGS Around Innsbrook

**Innsbrook Toastmasters**  
 Tuesday, Mar. 1, 8, 15, 22 & 29  
 7:45 a.m. – 8:45 a.m.



**Markel Essex, Salon B | 4521 Highwoods Pkwy.**  
 Innsbrook Toastmasters meets every Tuesday specializing in improving the communication and leadership skills of its members in a friendly and supportive environment.  
 Email: [info@innsbrooktoastmasters.org](mailto:info@innsbrooktoastmasters.org)  
 Web: [innsbrook.freetoasthost.com](http://innsbrook.freetoasthost.com)

**Rotary Club Of Innsbrook**  
 Thursday, Mar. 3, 10, 17, 24 & 31  
 7:30 a.m., "The Place"  
 Innsbrook Shoppes | 4036-C Cox Rd.



Innsbrook Rotary meets weekly for fellowship, breakfast, and an informative presentation from a guest speaker. It is an organization of business and professional leaders who provide service in the community, in the workplace and throughout the world.

Call: **Bill Mattox (804) 788-1000**  
 Web: [InnsbrookRotary.org](http://InnsbrookRotary.org)

**Safety Board Meeting**  
 Thursday, Mar. 10  
 8 a.m. – 9 a.m.  
 Markel Salon B | 4501 Highwoods Pkwy.



You're invited to the Innsbrook Safety Board Meeting. We take safety seriously for the companies and people of Innsbrook.

Call: **(804) 935-SAFE**  
 Web: [INNSBROOK.com](http://INNSBROOK.com)

**Innsbrook Business Book Club**  
 Wednesday, Mar. 16  
 Noon – 1 p.m.  
 Dominion Campus  
 5000 Dominion Blvd.

The Innsbrook Business Book Club meets to read and discuss general business books. This month's book is *To Engineer is Human* by Henry Petroski. Free to attend and open to the public.

Call: **Vishwa Bhargava (804) 273-3039**  
 Web: [INNSBROOK.com](http://INNSBROOK.com)

**Innsbrook Foundation Board Meeting**  
 Thursday, Mar. 17  
 11:30 a.m. – 1 p.m.  
 Markel Salon B | 4501 Highwoods Pkwy.




Join us for the monthly Innsbrook Foundation Board meeting. This team coordinates and delivers recreation, wellness, clubs, communications, sporting and special events and the ever popular concert series, Innsbrook After Hours.

Call: **Stephanie Pelletier (804) 217-8804**  
 Web: [INNSBROOK.com](http://INNSBROOK.com)



# MARCH EVENTS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		<b>Innsbrook Toastmasters</b> 7:45 a.m. – 8:45 a.m. Markel Salon B 4521 Highwoods Pkwy.  <b>Innsbrook's Biggest Loser</b> 11:30 a.m. – 1 p.m. Weigh-In Shady Grove YMCA 11255 Nuckols Rd. 		<b>Rotary Club Of Innsbrook</b> 7:30 a.m. "The Place" Innsbrook Shoppes 4036-C Cox Rd. 		
		1	2	3	4	5
		<b>Innsbrook Toastmasters</b> 7:45 a.m. – 8:45 a.m. Markel Salon B 4521 Highwoods Pkwy.  <b>Innsbrook's Biggest Loser</b> 11:30 a.m. – 1 p.m. Weigh-In Shady Grove YMCA 11255 Nuckols Rd. 	<b>Innsbrook Executives' Breakfast Club</b> 7:15 a.m. – 8:45 a.m. Markel Salons 4501 Highwoods Pkwy. 	<b>Rotary Club Of Innsbrook</b> 7:30 a.m. "The Place" Innsbrook Shoppes 4036-C Cox Rd.  <b>Innsbrook Safety Board Meeting</b> 8 a.m. – 9 a.m. Markel Salon B 4501 Highwoods Pkwy.  <b>Innsbrook Wellness Forum</b> Noon - 1 p.m. Markel Salon A 4501 Highwoods Pkwy. 		<b>St. Baldrick's Day</b> 1 p.m. – 5 p.m. Innsbrook Shoppes Courtyard Corner Cox Rd. & Broad St.  <b>St. Patty's Palooza</b> 1 p.m. – 5 p.m. Innsbrook Shoppes & Wilton Square Corner Cox Rd. & Broad St. 
6	7	8	9	11	11	11
		<b>Innsbrook Toastmasters</b> 7:45 a.m. – 8:45 a.m. Markel Salon B 4521 Highwoods Pkwy.  <b>Innsbrook's Biggest Loser</b> 11:30 a.m. – 1 p.m. Weigh-In Shady Grove YMCA 11255 Nuckols Rd.  <b>Innsbiz "Strikes Against Cancer" Bowling</b> 4:30 p.m. – 7 p.m. Shrader Lanes 8037 Shrader Rd. 	<b>Innsbrook Business Book Club</b> Noon – 1 p.m. Dominion Campus 5000 Dominion Blvd. 	<b>Rotary Club Of Innsbrook</b> 7:30 a.m. "The Place" Innsbrook Shoppes 4036-C Cox Rd.  <b>Innsbrook Foundation Board Meeting</b> 11:30 a.m. – 1 p.m. Markel Salon B 4501 Highwoods Pkwy. 		
13	14	16	17	18	19	19
Daylight Savings Time Begins						
		<b>Innsbrook Toastmasters</b> 7:45 a.m. – 8:45 a.m. Markel Salon B 4521 Highwoods Pkwy. 		<b>Rotary Club Of Innsbrook</b> 7:30 a.m. "The Place" Innsbrook Shoppes 4036-C Cox Rd. 		<b>MS Walk</b> 9 a.m. – 1 p.m. Markel Plaza 4600 Cox Rd. 
20	21	22	23	24	25	26
Spring Begins						
		<b>Innsbrook Toastmasters</b> 7:45 a.m. – 8:45 a.m. Markel Salon B 4521 Highwoods Pkwy. 	30	<b>Rotary Club Of Innsbrook</b> 7:30 a.m. "The Place" Innsbrook Shoppes 4036-C Cox Rd. 		
27	28					



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