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FOR IMMEDIATE RELEASE

**FOURSQUARE SWARM TO HIT W. CURTIS DRAPER TOBACCONIST OCTOBER 21**  
**CHECK IN TO DRAPERS DURING THE LA AROMA DE CUBA MI AMOR EVENT FOR A COMPLIMENTARY CIGAR**

Washington, DC — October 4, 2010 — In a first for **W. Curtis Draper Tobacconist**, check in via **foursquare** during the **La Aroma de Cuba Mi Amor Tasting Event** on **Thursday, October 21** between **3:00 PM – 6:00 PM (ET)** and *receive a complimentary La Aroma de Cuba Marquis cigar*. Visit Drapers (located at 640 14<sup>th</sup> Street NW) and check in to the shop's Venue Profile using your free foursquare profile. Apart from a great cigar those checking in on foursquare between the designated hours will have a chance to earn the coveted **Swarm badge** (The foursquare Swarm Badge is earned by anyone who checks into a location that 50+ other people have already checked into in the last three hours).

Drapers maintains a social media presence on several sites including: [Facebook](#), [Twitter](#), [LinkedIn](#) and [Yelp](#). This event marks the first time the 123 year old tobacconist is engaging in a website-specific promotion (Limit one complimentary cigar per person, one check in per person. Foursquare check in, Mi Amor purchase and proper ID are required. *Complimentary cigars available while supplies last*). *Please note, copyrighted images are owned by their respective companies. Foursquare is NOT directly or indirectly affiliated with this promotion.*

**About Foursquare**

[Foursquare](#) is a mobile application that makes cities easier to use and more interesting to explore. It is a friend-finder, a social city guide and a game that challenges users to experience new things, and rewards them for doing so. Foursquare lets users "check in" to a place when they're there, tell friends where they are and track the history of where they've been and who they've been there with. For more information on how foursquare works, see their searchable [FAQ](#).

**About W. Curtis Draper Tobacconist**

W. Curtis Draper Tobacconist (Drapers) was founded in 1887 by William Curtis Draper. It is the oldest full service tobacconist in the District of Columbia and the fourth oldest in the United States. Proprietors John Anderson and Matt Krimm offer a full array of cigars, pipes, pipe tobacco, snus and smoking accessories to a national clientele. Drapers has been profiled in numerous media outlets including: *Bloomberg*, *Cigar Aficionado*, *Newark (NJ) Star-Ledger* and *The China Daily*. The shop is located at 640 14th Street NW (at G Street), Washington, DC 20005. For information call Drapers at (202) 638-2555 (outside Washington, DC (800) 572-2382) or visit [www.wcurtisdraper.com](http://www.wcurtisdraper.com). *Phone orders welcome.*

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640 14TH STREET NW • WASHINGTON, DC 20005 • (202) 638-2555 • [WWW.WCURTISDRAPER.COM](http://WWW.WCURTISDRAPER.COM)  
*THE OLDEST FULL-SERVICE TOBACCONIST IN WASHINGTON, DC. SINCE 1887*

