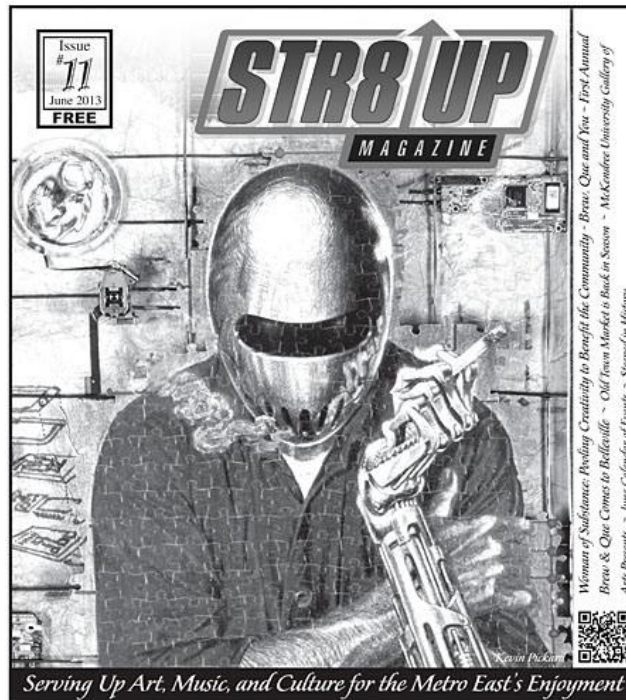


ABOUT STRAIGHT UP MAGAZINE



St. Louis has its arts and entertainment magazines. **The Metro East deserves its own.** And here it is. It's called **Straight Up!!!** There just isn't another source for the arts and activities for the Metro East region. The area is so rich in culture, activities, events, music and the arts. Where else can you find it all than in Straight Up Magazine?

Straight Up is the **definitive guide** for what to do and where to go in the Metro East. Distributed free-of-charge in clubs, restaurants, hotels, shops and other high-traffic venues, Straight Up is as entertaining as it is informative.

Straight Up is local. It covers only those artists and activities that are relevant to the Metro East. **It supports local arts, local shops, local restaurants.** It is part of the 'be local, buy local, eat local, think local' movement.

Straight Up is in print and in black and white. It is a piece of artwork in and of itself. In this super-vibrant-color, internet digital age, there is still a demand for the tangible, hold-it-in-your-hands media. Straight Up provides an esthetic of real-life artwork that leaves something to the imagination. **It comes to life** because you pick it up and hold it over your cup of coffee or glass of wine. And it's also in brilliant color on the web at StraightUpMagazine.net.

Straight Up readers and advertisers are **Patrons of the Arts.** The mission of Straight Up Magazine is to support local arts and artists and the businesses and organizations that support local arts and artists. As a reader or advertiser, you are part of that mission. Together, we are the movement that is Straight Up Magazine.

Straight Up is the official Visitor's Guide in every guest room at the following hotels:
THE FOUR POINTS SHERATON HOTEL AND CONFERENCE CENTER - FAIRVIEW HEIGHTS
MIDAMERICA INN AND SUITES - MASCOUTAH / DAYS INN - O'FALLON
SUPER 8 - BELLEVILLE