



NOVEMBER/DECEMBER **NEWSLETTER 2010**

Downtown Dollars

The BIA board of directors is pleased to announce that there will be a total of \$150,000.00 in BIA Downtown Dollars for shoppers to purchase this year and in return spend in the downtown stores. When you purchase Downtown Dollars, you only pay 85%---for every dollar you buy—you save 15%.

Dollars go on sale on November 18th, 2010!! When customers use the dollars, please accept them as cash for the value that they give you and at the end of each day, please bring the Downtown Dollars to the RBC Bank and they will give you the cash. **YOU HAVE NOTHING TO LOSE!!!** It is the BIA that covers the cost of the 15%.

There is a limit of \$300.00 worth of Downtown Dollars per person.

This promotion is successful because of the wonderful merchants that promote it each and every year.

EXTRA PROMOTION:

Included with this newsletter—you will receive some ballots for a draw—you must provide a ballot box. Please encourage your customers to fill out a ballot.

PLEASE RETURN YOUR BALLOTS EACH WEEK TO:

- A Star is Born, Mainly Books or Doug & Marion's Bike Shop on Thursday afternoons
- There will be one winner each week of \$150.00 of Downtown Dollars and the winners will be drawn MYFM radio—below is the schedule:
- Newsletter and Ballots received by merchants – by November 12th, 2010
- “We Accept Downtown Dollars” poster for your store window-November 12th, 2010
- As soon as you receive your ballots—set up your Christmas ballot box
- Thursday November 18th, 2010-**RETURN BALLOTS TO LOCATIONS ABOVE**
- Friday November 19th, 2010-1 winner will be drawn and announced on myFM Radio
- Thursday December 2nd, 2010-**RETURN BALLOTS TO LOCATIONS ABOVE**
- Friday December 3rd, 2010-1 winner will be drawn and announced on myFM
- Thursday December 9th, 2101-**RETURN BALLOTS TO LOCATIONS ABOVE**
- Friday December 10th, 2010-1 winner will be drawn and announced on myFM
- Thursday December 16th, 2010- **RETURN BALLOTS TO LOCATIONS ABOVE**
- Friday December 17th, 2010-1 winner will be drawn and announced on myFM
- Thursday December 23rd, 2010- **RETURN BALLOTS TO LOCATIONS ABOVE**
- Friday December 24th, 2010-1 winner will be drawn and announced on myFM

You better watch out....

Santa Claus is coming to town on Saturday November 20, 2010 at 1 PM. This is a great opportunity to capture a large audience with promotions or sales! Be sure to catch the great Cushion Concert for all ages at the Strathroy Seniors Centre at 11 AM on November 20th-Kala Manjari-Arts of India – stay for a pizza lunch and then the parade!

Biz after Biz-Thursday November 18th, 2010—6:00-8:00 PM-Another great partnership with the Municipality of Strathroy Caradoc-the BIA and the Chamber of Commerce. Join us at the Strathroy and Area Senior's Centre for networking, refreshments, door prizes and holiday fun! You can enjoy a horse and wagon ride as well from the Shopper's Drug Mart parking lot—pop in to see Drew and his staff – do some shopping—pick up a hot chocolate and some hot chocolate. It is a wonderful chance to meet your neighbours as well as many other business contacts in the area.

Everyone is invited!!

CHECK THE WEBSITE TO ENSURE YOUR BUSINESS IS POSTED CORRECTLY: www.downtownstrathroy.ca

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