

October 27, 2022

Hello, Mackenzie Home-Based Businesses!

November 25th is Plaid Friday, and we have some exciting things planned this year. With your help, this will be the Plaid Friday to remember!

We invite and encourage all small businesses to join us at the Mackenzie Alexander Mall that evening. Store fronts will be staying open until 8pm that evening and we want you to be there! We will be filling up the mall's open spaces with tables for all the home-based businesses that would like to join. Table rentals at the Alexander Mackenzie Mall will have a small fee of \$10 for this event. Those that rent a table that evening will be required to stay open until 8pm. Tables are limited, so don't hesitate if you are interested.

Table Rentals

Contact Irene Hadley
Phone (250) 997-1267 (9am-5pm)
or Facebook messenger

To encourage visitors and buyers to your table, each business will be given a small prize to draw for all visitors to their table during the Plaid Friday event. No purchase is necessary to be entered into the prize draws. Businesses are welcome to add product or gift certificates to their prize draw if they wish. Drawing for a winner will be done by each merchant at the end of the evening (after 8pm) and they will be responsible for contacting the winner and arranging prize pick up. If you choose to participate, please contact Rachelle Dumoulin at rdumoulin@districtofmackenzie.ca to arrange your prize for the draw.

We encourage each one of you to promote our Plaid Friday event. Each business owner that promotes the event will be placed into a draw for a chance to win an amazing prize.

In the spirit of holiday shopping, we have arranged to have carolers singing at the event. They will be visiting the store fronts and walking through the mall throughout the evening. Please take the time to enjoy the ambience of the event.

To top off the evening, we will be introducing a new member to our Shop Local program. This surprise Shop Local icon will be walking around and introducing himself to the residents of our



THE DISTRICT OF MACKENZIE

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beautiful community. He enjoys giving high-fives and hugs and will never shy away from a photo opportunity. Let's give him the Mackenzie welcome he deserves.

Get out your best plaid and enjoy a relaxing alternative to "Black Friday"!

Sincerely,

A handwritten signature in blue ink, appearing to read "R. Dumoulin", written in a cursive style.

Rachelle Dumoulin
Economic Development Clerk