

October 27, 2022

Hello, Mackenzie Store Fronts!

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 store fronts to stay open until 8pm that evening to be part of this amazing event. We will be filling up the mall's open spaces with tables for all the home-based businesses that would like to join.

To encourage visitors and buyers to your store, each business will be given a small prize to draw for all visitors to their store 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 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,



Rachelle Dumoulin
Economic Development Clerk