

***They're coming !!!***

**Will you be ready ???**

**June 13 will be huge in Dublin!** The Dublin Dr Pepper birthday, Dublin Area Reunion and AlleyFest will bring thousands of potential shoppers to your front door. The Dublin Chamber of Commerce wants to help you convert shoppers into buyers!

Since downtown foot and vehicle traffic will be heavy, we challenge you to attract attention right there on your sidewalk! Sign up for the chamber's Dr Pepper decorating contest and a chance to win Dublin Dollars (\$100 for first; \$75 for second and \$50 for third). This year's DDP theme is "There's No Place Like Home" -- a tribute to Dorothy, Toto and the loveable characters of the Wizard of Oz.

And also consider a "sidewalk sale." The city allows you to put merchandise on the sidewalk if it doesn't block pedestrian traffic, but it must be removed at the end of the day.

And also – **THE FIRST 30 PEOPLE** who respond will be included in a coupon flyer which will be inserted into the packets of the 350+ runners who will participate in the Dr Pepper 10-2-4k races. You can do any kind of offer you want (freebies, discounts, 2-for-one, etc.). Please let us know right away if you want to be included and we'll pick up logos and visit with you about what you want to include in your coupon. There's absolutely no cost to you, but you must act quickly to be included.

Dublin is the luckiest small town in America because Dublin Dr Pepper brings 65,000+ people to our doorstep each year – and hundreds of them come specifically for the birthday party. So let's take advantage of this built-in audience! Let's see if we can make this the biggest sales day in Dublin history by converting lookers to buyers.

If you have questions, call the chamber at 445-3422, check out the website at [www.dublindxchamber.com](http://www.dublindxchamber.com), or email [dublindxchamber@embarqmail.com](mailto:dublindxchamber@embarqmail.com) You can also check out the schedule of events for Dr Pepper and AlleyFest by going to [www.dublindrpepper.com](http://www.dublindrpepper.com). Several hundred folks will be in town for the annual Dublin Area Reunion at the high school. Don't forget that hundreds of people will arrive early on Friday, June 12.

Our challenge is to take advantage of this amazing opportunity and convert it to an increased "bottom line."