



Kingsli Kraft, Marketing & Outreach Coordinator
Alpena Downtown Development Authority
124 E. Chisholm St., Alpena, MI 49707
(989) 356-6422 | kingslik@alpena.mi.us

SHOP BACK TO SCHOOL THIS YEAR IN DOWNTOWN ALPENA

August 16th, 2021

ALPENA, MI – This year, come on down to Downtown Alpena to shop back to school locally during the Back to School Shopping event on August 21st, 2021. The Alpena Downtown Development Authority (DDA) is collaborating with downtown merchants once again to host a fun full day of shopping, with sales, backpack giveaways, and giving back!

Merchants participating in this event include:

1. Glik's
2. Alpena Salt Spa
3. Colburn Outfitters
4. Cobbygoose
5. The Bluebird Boutique
6. Rusty Petunias Marketplace
7. Sweet Baby James
8. The Local Basket Case
9. The Rabbit Hole
10. Myers' Fashions Etc.
11. Olivet Book & Gift
12. Traveling Ladders
13. Style Warehouse
14. Chippewa Valley Mercantile & Leatherworks
15. Parallel 45 Books & Gifts
16. Alpena Furniture
17. Cedar & Threads

“Since the start of last school year, we’ve had more than ten new businesses join the downtown district! Specifically there are several new (or new-to-downtown) retail businesses, so this year we really wanted to encourage people to shop for those back-to-school essentials locally, right here in our downtown community,” said Alpena DDA Marketing and Outreach Coordinator, Kingsli Kraft, “We know that so many people are accustomed to traveling to shop for back to school clothes and supplies, but this year we have such a variety of new options for clothes, accessories, planners, books, and more, all right here within the Downtown District, within just a few blocks. We want to encourage everyone to shop locally first!”

The Back to School Shopping event will take place during merchants’ regular business hours on Saturday, August 21st, 2021. Some merchants will be collecting donations to support local teachers in purchasing supplies. The following merchants will be hosting backpack giveaways that you can enter to win:

- Family Enterprise*
- The Rabbit Hole
- Bluebird Boutique
- Cobbygoose
- Alpena Salt Spa
- Colburn Outfitters
- Rusty Petunias Marketplace
- Sweet Baby James

*Family Enterprise will be closed on Saturday and you can enter to win their backpack in the days leading up to Saturday.



Kingsli Kraft, Marketing & Outreach Coordinator
Alpena Downtown Development Authority
124 E. Chisholm St., Alpena, MI 49707
(989) 356-6422 | kingslik@alpena.mi.us

The following merchants are collecting donations for school supplies whether monetary or physical supplies. (\$ - denotes where you can make a monetary contribution; * - denotes where you can bring physical supplies to donate to teachers.)

- Rusty Petunias Marketplace \$
- Bluebird Boutique *
- Colburn Outfitters \$
- Chippewa Valley Mercantile & Leatherworks*
- The Local Basket Case *
- Olivet Book & Gift *
- Cedar & Threads *

In addition to these, some other fun back to school promotions you can take advantage of this weekend as a student, a parent, or a teacher include:

- At The Local Basket Case, stop in to nominate your favorite teacher and they might win a \$50 Gift Certificate to purchase supplies for their classroom.
- Rusty Petunias Marketplace will have sales on planners, backpacks, lanyards, and organizers, as well as bottles of wine for 'Mom's (and teachers!) after-school snack!'
- When you bring in a teacher school supply to Olivet Book & Gift, you will get 10% off 1 item in the store (excluding consignment items).
- At the Bluebird Boutique, all teachers receive 15% off their total purchase. You can also bring in a school supply (examples will be provided on their Facebook Page) for donation and receive 10% off your total purchase, and all purchases will be entered to win a \$25.00 store gift card (drawing will be held Monday 8/23).
- At Chippewa Valley Mercantile & Leatherworks, help fill one of their handmade leather tote bags with supplies for one lucky teacher! One donated item equals one entry for a teacher of their choice (drawing will be held Saturday 8/21 at 5 pm).

So make sure you come downtown to shop for back to school this Saturday, whether you're a teacher, a student, a parent or maybe not even going back to school at all, there's plenty of shopping to go around!

For the most up-to-date information, visit:

<https://www.downtownalpenami.com/events.html#summer>