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## GO “FISHING FOR DOWNTOWN DOLLARS” DURING SIDEWALK SALES THIS SUMMER

July 8th, 2021

ALPENA, MI – Downtown Sidewalk Sales always coincide with the Annual Brown Trout Festival and this year Sidewalk Sales start Thursday, July 15th and run through Saturday, July 17th, 2021. Businesses will be open their regular business hours and participating businesses include:

- Rusty Petunias Marketplace
- Emery Enterprises
- Bluebird Boutique
- Olivet Book & Gift
- Soaps & Such
- Traveling Ladders
- Chippewa Valley Mercantile & Leatherworks
- Parallel 45 Books and Gifts
- Bolenz Jewelry
- Family Enterprise
- The Style Warehouse
- The Local Basket Case
- Sweet Baby James
- Myers' Fashions Etc.
- Glik's
- Cedar & Threads
- Regalo Luxury Gifts
- Bob's Bullpen
- Cobbygoose
- My Glass Wings
- WATZ Radio
- Alpena Salt Spa
- Alpena Furniture
- Colburn Outfitters
- The Rabbit Hole
- Bella Rose Yoga & Fitness Studio
- The Holiday Inn Express & Suites

This year the Alpena Downtown Development Authority (DDA) is introducing a new promotion alongside regular Downtown Sidewalk Sales—“Fishing for Downtown Dollars!” Since Brown Trout Festival kicks off July 15th, 2021 as well, when you shop at participating businesses during Sidewalk Sales you can draw a "fish" from a fishbowl for a chance to win:

- 1 of 40 "Perch" which can be redeemed for \$5 in Downtown Dollars
- 1 of 10 "Salmon" which can be redeemed for \$10 in Downtown Dollars
- 1 "Big Brownie" which can be turned in for \$100 in Downtown Dollars

There will also be some “Rainbow Trout” mixed into the bowls that will have no value and will have to be thrown back (just like real fishing when a fish isn’t big enough to take home).

“I am truly so excited about this new promotion we’re running during Downtown Sidewalk Sales. Fishing for Downtown Dollars is an idea I’ve had for a while and I think it’s going to be so much fun for customers and business owners alike. It puts a fun new spin on a familiar tradition and connects the rest of the downtown district to the Brown Trout Festival,” shared



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Alpena DDA Marketing and Outreach Coordinator, Kingsli Kraft, “After last summer and the cancellation of favorite events, I really wanted to polish all of our events and bring them back bigger and better than before. This year we actually have a record for participation in this promotion with **twenty-seven** businesses signed up to participate. Seeing our downtown continue to grow and welcome new businesses into our district has been amazing and I think Sidewalk Sales are going to be an even more amazing event this year!”

No purchase is necessary to participate in the Fishing for Downtown Dollars promotion. The numbers of “fish” listed above are the total number that will be throughout all of downtown at participating businesses. There will be up to \$400 in Downtown Dollars given away during this promotion.

For the most up-to-date information, please visit our Facebook Event:

<https://fb.me/e/M1vWG5NF>