



## Promotion Committee

Fall 2010

Tracy Tremblay, Promotion Coordinator

Committees for *Celebration of Lights & Song around the World* and Main Street's Annual Fundraiser have been busy planning many new and exciting aspects to these events (see pg. 5).

Welcome bags were filled with menus, coupons, and promotional materials from downtown businesses and distributed to 150 Connecticut College freshmen and provided to the Radisson for placement in 100 guest rooms to welcome several visiting groups.

Tune into Q105 to hear a District advertisement – we provided part of the script and helped coordinate the effort for this cooperative radio spot. Several downtown businesses are featured, and the ads have received a favorable response!

Rita Rivera-Riemer will spearhead a committee to produce a new edition of the popular Map & Guide for early spring. The brochure is distributed throughout downtown, the Cross Sound and Fisher Island ferries and terminals, as well as throughout the region. We are looking to collaborate with several New London tourist and cultural attractions on this initiative.

After the New Year, we begin work on a marketing plan for the proposed ice rink for the winter of 2011-2012.

This is an exciting time to join the Promotion Committee, which meets the second Tuesday of every month. Join us for our next meeting on December 14 at 5:00pm in the Main Street office.