Promotion Committee

Spring 2010

By Tracy Tremblay, Promotion Coordinator

Planning for the *Spring Food Stroll* – this year on Wednesday, May 12 (see pg. 5) – is our first sign of spring. The committee is happy to announce that our guest judges from Johnson & Wales University will return for the third *Food Stroll Culinary Competition*. *District Map & Guide* updated inserts will be ready for distribution at the Spring Stroll.

Main Street is excited to be a part of a city planning committee for the rededication of New London's historic Parade Plaza. Don't miss *Parade Parade*, the two-day regional event on June 4 and 5 (see pg. 1).

Planning is underway for *Previews on Parade,* a Friday lunchtime series to preview upcoming shows and events of downtown cultural, historical and performance venues. Thousands of rack cards detailing the series schedule will be distributed to downtown employers. The card will include information on downtown eateries that are offering to deliver boxed lunches to attendees.

Fish Tales, Tugs & Sails, a family festival at Waterfront Park on Saturday, July 24, will feature a major nationally-renowned author and a second stage of local children's performance. *Celts & Currachs*, a Celtic music and dance event on the Parade Plaza on Saturday, August 28, will feature the hot, young group Mac Talla Mor.

There has never been a more exciting time to join the Promotion Committee, which meets quarterly. If you have a passion for New London and an interest in event planning, marketing and promotion of The District, we want to talk to you! Contact Joanne Gibson at volunteer@newlondonmainstreet.org if you want to join the committee. The next meeting is scheduled for Tuesday, April 20, at 5:30pm at the Main Street office.