



M E D I A R E L E A S E

Leavenworth Main Street
Leavenworth, KS 66048

CONTACT: Wendy Scheidt, Executive Director
(913) 682-3924

DATE: December 28, 2020

FOR IMMEDIATE RELEASE

ROCKIN' AROUND THE CHRISTMAS TREE PROMOTION ENDS ON A HIGH NOTE!

2020 has certainly been an unusual year for everyone. Thinking outside of the box, pivoting and creating interest for customers to return to in-store shopping provided Leavenworth Main Street the ability to develop a new promotion to encourage customers and visitors to shop local, Rockin' Around the Christmas Tree. From November 9 through December 23, participating merchants stamped customers' Money Trees with various dollar amounts relative to the customers' purchase. A minimum of 8 stamps was required then they were turned in weekly for drawings of \$100 in Main Street bucks for a total \$600 bucks that recirculate among Main Street investor businesses. The final Grand Prize drawing consisted of \$1,360 in Gift Certificates and merchandise from the local merchants! "You'll need an empty SUV or truck to take this awesome "gift pallet" home", commented Wendy Scheidt, Leavenworth Main Street Executive Director. 31 merchants donated for this final prize and they've outdone themselves. Downtown merchants are the most creative, innovative and excellent proprietors *anywhere*. They always go above and beyond in everything they do!" states Scheidt.

The promotion is a partnership between Leavenworth Main Street and the Leavenworth Convention & Visitors Bureau. Kristi Lee, Director of the CVB, provided 80+ Lovingworth mugs filled with candy and an ornament throughout the promotion that shoppers could pick up as they dropped off their money trees at the Main Street office.

The Grand Prize winner is Kristen Haun! She was thrilled and excited to say the least! The Week 1 winner was Eileen Parks, Week 2 was Susan Pigg, Week 3 was Annie Farquhar, Week 4 was Vicki Johnson, Week 5 was Angela Enlow, Week 6 was Karen Low. 445 Money Trees were turned in for weekly drawings totaling \$99,053 during the 6 week period. These dollars were infused into participating Main Street investor businesses and brought shoppers into their stores to explore and spend their dollars. A win/win!

The following merchants provided Gift Certificates and Merchandise which created a "gift pallet" of goodies valued at \$1,360. CJ Gift Co; Reunions Antiques; dorMail Gallery; Artistic Works by LU; First Taste Olive Oil & Vinegar; Home2 Suites by Hilton; Hampton Inn by Hilton; Gronis Hardware; MoMo's Knitting Nook; The EuroPottery Shop; Queens Pantry Teas; The Depot; Pullman Place; Ten Penny; Celtic Holsters; Freedom Firearmz; Leavenworth Antique Mall; Sparkle with Alisa/Alisa Murphy; Scentsy/Paula Walker; Sadtk's

Furniture; Broadway Liquor; 31 Gifts; Dad's Toys & Trains; Karma; Kansas Country Store; Color Street Nails/Robin Usera; First City Quilts; Santa Fe Trails Bicycle Shop; Bling Equals Dreams/Roberta Riddle; Leavenworth CVB and Leavenworth Main Street.

It takes many partnerships to create excellence. But that's what we do at Leavenworth Main Street! Always going the extra mile for small businesses, our investors and community is our passion and priority. Stay up to date with this announcement and all things Main Street, downtown and small business by following our Facebook page.

www.leavenworthmainstreet.com or find us on Facebook.
Leavenworth Main Street, 416 Cherokee Street, 913-682-3924

###