$25 ON THE 25TH

NYPA launches statewide advocacy campaign to promote Main Street businesses

NYPA is partnering with the NYS Conference of Mayors and the NYS Economic Development Council, to launch a comprehensive statewide advocacy campaign to urge New Yorkers to spend $25 this September 25th with a Main Street business.

Main Street businesses are the heart and soul of communities across New York. These are the businesses that help build strong neighborhoods by sustaining local residents, meeting needs, linking neighbors and supporting local causes. Citizens who support and sustain Main Street are supporting not only local commerce, but also local culture, the environment, and an essential part of the fabric of the community. Newspapers need to remind residents that supporting a community marketplace consisting of dozens of businesses is the best way to ensure diversity, a distinctive flavor, low prices, and prosperity.

Shopping 'Main Street' makes things better at home, where the heart is…

Isn't that the bottom line?

This special $25 on the 25th promotional event will provide an opportunity for community businesses to restore and expand their customer bases by reminding consumers about the diversity of their products and services, by redefining customer service and by providing a "green" shopping experience that reduces automobile use and pollution while providing access to the local farmers' markets that frequent Main Street during the growing season.

In the weeks leading up to the event, local mayors, community newspaper publishers, representatives from local chambers of commerce and downtown merchants groups will encourage community members to spend $25 on September 25th.

Simultaneously, Main Street merchants will run ads, offering special promotional pricing on merchandise and services. Restaurant, tavern owners and entertainment venues will be encouraged to have a presence downtown, creating a street festival atmosphere on September 25th wherever possible. Merchant advertising in community newspapers and on community newspaper websites will be grouped under special $25 on the 25th banners, and individual ads will feature a special $25 on the 25th logo. Community newspapers will supply area merchants with complimentary $25 on the 25th window clings for store windows. The window clings will be supplied by NYPA.

Community newspapers will cover the event, writing stories about the importance of supporting Main Street merchants.

All materials will be available on the NYPA website (www.newyorkpressassociation.com) by clicking on the special $25 on the 25th logo on the home page. We urge all newspapers to participate in this important promotion. It will create a new revenue stream for your newspaper (consider selling ads to run for at least two weeks prior to the 25th) and it will generate a much-needed revenue jolt for local merchants. If the event is successful, we can consider making it an annual or even semi-annual event.

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As promotional ads, banners and campaign materials become available, they'll be posted to: **www.newyorkpressassociation.com**

For more information, call Rich or Jill at **518-464-6483**