



Dear GNMAA Retail Member:

We are in the midst of planning our public relations efforts for Holiday 2009 and Black Friday (November 27<sup>th</sup>) and would like to enlist your participation.

**Holiday 2009 Press Mailing:** On behalf of The Magnificent Mile®, a press announcement will be distributed to local and regional media announcing holiday activities in the district. For this purpose, please use the form below to provide us with information on any special events, sales and/or promotions you have planned for the holiday season. We're also drafting a consumer holiday shopping tip sheet and are asking for you to provide a tip on making holiday shopping easier for consumers. We're looking for "insider" tips for stress free shopping that are not obvious to consumers, as well as anticipated "hot" items.

**Black Friday:** We will again invite the media to shop for positive holiday stories in The Magnificent Mile district during regular retail hours on Black Friday. To encourage media coverage, we would like to offer the press a list of merchants that will allow camera access on Black Friday and/or have a local representative who can speak to the media about a variety of holiday retail topics. All media will be greeted and escorted throughout the center by a representative of the management office.

If you are interested in participating, please complete the following form and return it to Ellen Farrar at [efarrar@gnmaa.com](mailto:efarrar@gnmaa.com) by **Friday, November 20<sup>th</sup>**.

If you have any questions, please contact Ellen Farrar at 312.344.2315. We look forward to your participation!

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Name of store: \_\_\_\_\_ Level: \_\_\_\_\_

Phone: \_\_\_\_\_ Contact: \_\_\_\_\_

**HOLIDAY 2009 PRESS MAILING**

1) Event Name: \_\_\_\_\_

Date: \_\_\_\_\_ Cost if applicable: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Number to contact for more information: \_\_\_\_\_

2) “Insider” Holiday Shopping Tip:

\_\_\_\_\_

\_\_\_\_\_

3.) “Hot” items/best sellers

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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### **BLACK FRIDAY**

1) \_\_\_\_\_ Yes, we will allow camera access on Black Friday

Special instructions (if any):

\_\_\_\_\_

\_\_\_\_\_

2) \_\_\_\_\_ Yes, we have a local representative who can speak to media on  
Black Friday

Representative name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Special instructions (if any):

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Store hours on November 27, 2009 \_\_\_\_\_