Promotion Committee

Quarterly Report – Fall 2009

By Tracy Tremblay, Promotion Coordinator

Hot off the heels of a very exciting *Spring Food Stroll*, our popular summer festivals are just around the corner! The planning committees for *Fish Tales, Tugs & Sails* and *Celts & Currachs* have been meeting since January, but are really gearing up for the final push.

In an effort to increase tourism, our popular *Map & Guide*, updated for 2009, is being distributed on the *Cross Sound* ferries by intern Jesse Lerch on a weekly basis. As he replenishes the guides, he is tracking demand for future planning purposes. Let us know if you are interested in taking over this fun project when Jesse's internship ends mid-July.

Thanks to Rich Martin, Main Street's quarterly event card has a new look. The new and improved event card highlights summer events in The District and is in four-color print.

Save the date! The *Fall Food Stroll* is planned for Wednesday, October 14, from 5:30 to 8:30pm. After an overwhelmingly positive response to the newly introduced *Culinary Competition* at the *Spring Food Stroll*, we have decided to keep this fun feature for the fall. The *Fall Food Stroll* highlights the farm-to-chef program, encouraging chefs to use local ingredients. Over two dozen eateries and 30 shops and boutiques participate. Local musicians play throughout. If you missed the *Spring Stroll*, you won't want to miss this one!

There is no better time than now to volunteer to help on these events. Contact Joanne at volunteer@newlondonmainstreet.org or call 860.444.2489 today to learn more about volunteer opportunities!

The Promotion Committee meets monthly on the third Tuesday at 5:30pm at the Main Street office. Please join us!