April 3, 2014

Dear Fellow Leadville Business Owners,

We are planning a celebration! 20 years of manufacturing and selling outdoor clothing in Leadville! We see the success of Melanzana tied directly to the strength of our local business community. Will you please join us in this celebration?

Our proposal is a community wide sidewalk sale extravaganza on Saturday May 31st.

Melanzana will provide:

* Free food to all passersby provided by the Lion’s Club
* Helium balloons for each business that participates
* Multiple advertisements in the Herald Democrat and Leadville Today listing participating businesses
* Table space for local nonprofits and organizations
* Musical entertainment
* Vintage Melanzana fashion contest
* Factory tours
* Melanzana history display

Please join us by putting out some of your wares on the sidewalk, offer some specials just for that day. We’ll help you draw in customers with a big bunch of balloons and an advertisement.

First and foremost we want to appreciate our customers and the local community for contributing to the longevity of the business. Businesses can thrive in Leadville if we provide a critical mass of shopping options for our residents and visitors. People who stop to shop in one business inevitably visit more. Let’s showcase the diversity and depth of our business community!

If you would like to take part in the event and receive a big bunch of balloons on May 31st, or have any input on the plans, please contact me at the numbers below, or come by the shop.

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Event Planner

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