



ELKINS-RANDOLPH COUNTY
CHAMBER OF COMMERCE

Elf on the Shelf Promotion

GOALS:

- Encourage shopping local
- Promote Chamber members
- Generate excitement about the local economy

RULES/GUIDELINES:

1. Beginning November 28, Randy the Chamber Elf will begin his travels, stopping at Chamber-member retailers.
2. The Chamber will post a picture of Randy at his location on the Chamber's Facebook page.
3. Shoppers will visit the location and take a "Selfie"
4. The shoppers then will post their pictures on the Chamber's Facebook page (One post per location = one entry into the grand-prize drawing.)
5. The Chamber has scheduled 20 days for this promotion to take place at 20 different locations. Each participating location has provided a \$25 gift or gift certificate for the grand-prize basket. The Chamber and Frontier Communications have provided a tablet for the grand-prize basket.
6. The promotion will end on December 21.
7. A grand-prize drawing for gift basket worth over \$600 will take place Tuesday, December 22, at noon. The Chamber will announce the winner and contact him or her that day via social media.

CONTACT:

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