

# ***“GO GREEN – GET GREEN”***

This project was the brain child of Chris Chacos with the Downtown Preservation Association (DPA). Over the past couple of months the DPA, CCAH, Carbondale Chamber, Town of Carbondale and numerous business owners have worked to put together this “economic rejuvenation” package. The Town of Carbondale contributed \$30,000 to the program to purchase the grand prizes and market the program. The “green” theme was chosen in staying with Carbondale’s green philosophy. We are very excited about getting this going and getting people into YOUR businesses!

Here is a basic outline:

- As a participating business you will be provided a poster for your window, tickets and a ticket box (boxes were decorated by local schools).
- Tickets will be numbered and issued to each business. For additional tickets contact the Chamber at 963-1890.
- Customers come into your business to get a ticket. In accordance with state raffle laws no purchase is necessary. (complete rules available on [www.carbondale.com](http://www.carbondale.com)).
- Tickets must be completely filled out, stub given to entrant and ticket put into official box provided.
- Entrants must be 18.
- Employees, officers, agents, owners and their immediate families are not eligible to win at their place of business but may enter at other businesses.
- One ticket per visit.
- One ticket per diner
- Promotion lasts from November 15<sup>th</sup> to February 15<sup>th</sup>
- Live radio remote for kick off on November 6<sup>th</sup>, Downtown West (4<sup>th</sup> to 8<sup>th</sup> Street), hosted by Peppinos Pizza with live remote by KDNK at the Lift from 4:00pm – 6:00 pm.
- Live radio remotes on December 5<sup>th</sup> and January 9<sup>th</sup> locations to be announced.
- Drawings for grand prizes with live radio remotes on November 20<sup>th</sup>, December 19<sup>th</sup>, January 23<sup>rd</sup> and Grand prize drawing on February 13<sup>th</sup>. (locations to be announced)
- In addition to live remotes there will be extensive marketing in print and radio throughout the valley. Car will be on display in town, Plexiglas ticket box to be placed on display at Town Hall, banner for Main and Hwy 133. Also, a PR campaign statewide.
- Advertising opportunities for participating businesses.

Prizes:

- Grand prize, February 20<sup>th</sup> – The Zebra by Zap electric car.
- Prize, January 23<sup>rd</sup> – Eco-Automotive Makeover, set of Green Diamond tires, Amsoil oil change and K&N filter.
- Prize, December 19<sup>th</sup> – Carbondale Cargo Cruiser Bike
- Prize, November 20<sup>th</sup> – Home energy audit and insulation
- Other prizes – Carbondale cash, RFTA passes, donated items