



# 6<sup>th</sup> Annual Lenox Rhubarb Festival

## Saturday, June 8, 2019

### Invitation to Lenox Businesses

**Our Mission:** Bring people to Lenox and encourage them to visit Lenox businesses and restaurants by making the Lenox Rhubarb Festival a town-wide event.

**What we need:** Your participation! That's it. It's easy and fun.

**What's in it for you?** Besides a warm fuzzy feeling from helping your town? *More customers* for you on an off weekend. We will publicize your participation on our website (and link back to yours) and on Facebook; include you in all of our press releases; and list you as a participating business in the Rhubarb Directory to be distributed at the Festival.

**What you can do:** Sell or give away something Rhubarb!

1. **Sell something Rhubarb in your store.**

There are lots of Rhubarb products that you may be able to sell in your store. Candles, soaps, teas, beauty products, paper products, etc. Talk to your suppliers and see what they have in lines you already carry. If you need ideas, we put together a list of some products that are available.

*Check it out online at [bit.ly/rhubarbideas](http://bit.ly/rhubarbideas)*

2. **Sell something Rhubarb-ish in your store.**

Custom design a Rhubarb themed tea towel (we hear those are very popular) or t-shirt. Put a focus on red and green jewelry. Offer a discount on red and green items you already sell. Decorate your store with Rhubarb colors for the week. It all counts as participation.

3. **Give a Rhubarb treat to your customers.**

Whip up a some of Strawberry-Rhubarb squares or a batch of Rhubarb Martinis. Put out a bowl of Rhubarb candies. The sky's the limit.

**Please let us know if you will participate so we can spread the word.**

*More information and downloadable forms online at [bit.ly/lenoxbusinesses](http://bit.ly/lenoxbusinesses)*