



Albany Chamber of Commerce

The **Chamber of Commerce, Solano Avenue Association**, the **Buy Local Berkeley** program, and a group of **Solano Avenue Merchants** have teamed up to organize **Solano Nights: Holiday Stroll**. For three Thursdays in December, stores on Solano Avenue will be open late (until 8pm), and will offer special treats, entertainment, savings, and more. Store visitors are invited to have their game card stamped at four different participating stores for a chance to win a \$1,000 Solano Avenue Shopping Spree.

The program is being advertised by the individual participating stores, by a new website, and by information on existing websites. With the generous cooperation of the East Bay Express, a full two-page ad has been taken out in their glossy holiday guide that will be distributed all over the East Bay. We are also working on possible radio advertising.

All Solano Avenue retail merchants are invited to participate, but time is running out. Space on the game board is limited, and we only have a few slots left. If you would like to participate, visit: www.solanonights.com/merchants_info for details. You can sign up right on that site. **Sign ups must be received by December 1st to be included on the game board, but there are only a few slots left, so don't delay.**

To have your store included on the game board and on the Solano Nights website, **we ask that you contribute a gift certificate of at least \$50** to be included as part of the shopping spree prize. There are no other requirements.

Even if you don't wish to officially participate in the program, we encourage you to stay open until 8pm on December 4, 11, and 18 to take advantage of increased foot traffic.

I would also invite those of you who are not on Solano, to participating by visiting the participating stores and entering to win \$1,000!

Best wishes for a successful Holiday Season!

Tod Abbott
President,
Albany Chamber of Commerce