

Press Release: April 8, 2008

ATTENTION ALL DOWNTOWN EMPLOYEES!

WHAT: "I Work Downtown" Employee Appreciation Week

WHERE: Downtown Penticton

WHEN: April 14-18

WHAT IS EMPLOYEE APPRECIATION WEEK?

It's the most fun you'll have at work all year long! The Downtown Penticton Association is honoring all downtown employees with promotions, special events and competitions to rally downtown employees, build camaraderie and show the downtown workforce how much they're appreciated.

Each day of the week from April 14-18 we will feature a fun event or promotion to say "thanks" to our downtown employees. See the information below for details or check out the downtown website at www.downtownpenticton.org. Opening Ceremonies are scheduled for 11am in the City Centre Building where the first 100 attendees will receive special prizes.

HOW TO GET INVOLVED

MERCHANTS:

Phone our office or send us a quick email by Wednesday April 9th to let us know what incentive you would like to offer downtown employees from April 14-18. This is a perfect opportunity to kick off a preferred customer program that could run all year round.

The DPA is also collecting prizes for our many fun events. Hand out your flyers at our Opening Ceremonies on Monday or provide prizes for the Office Olympics on Thursday or Casino Night on Friday. Please let us know if you have something you are willing to donate to make the "I Work Downtown" Week a huge success.

All Downtown merchants are considered downtown employees too. Attach a paper clip to your own collar to participate in the fun and rewards all week long.

DOWNTOWN EMPLOYEES:

DISCOUNTS & FREEBIES

Fasten a paper clip to your collar, lapel or pocket to take advantage of the perks of being a downtown employee. Throughout the week, downtown businesses will be offering freebies and discounts on merchandise and services. For a complete list of participating merchants, visit: www.downtownpenticton.org from April 14-18 or attend the opening ceremonies to receive a printed list of participants and activities.

ACTIVITIES

MONDAY APRIL 14 - DOWNTOWN EMPLOYEE REWARDS

Opening Ceremonies at 11am in the City Centre Building
First 100 downtown employees at the opening ceremonies receive a special reward
Find out which merchants will be participating in the employee discount program
Receive extra funny money for the Friday Casino Night

TUESDAY APRIL 15 - TAKE YOURSELF TO LUNCH

Lunch features especially for downtown employees at a variety of participating downtown restaurants
Receive extra funny money for the Friday Casino Night at participating locations

WEDNESDAY APRIL 16 - GET TO KNOW YOUR NEIGHBORS

Downtown Trivia - Which person belongs to which business?
Downtown Networker from 5 pm to 7 pm at the Pepper Club & Co. at 399 Main Street
Receive extra funny money at the Downtown Networker for the Friday Casino Night

THURSDAY APRIL 17 - HAVE FUN AT WORK

World's Largest Coffee Break in Nanaimo Square from 10 am - 11 am
Office Olympics in Nanaimo Square (office chair relay race, mouse pad flinging, paper ball toss, and rubber band shoot)
Receive extra funny money for the Friday Casino Night

FRIDAY APRIL 18 - GET ACTIVE

Dancing in downtown Penticton (noon hour dance lessons in Nanaimo Square)
Mass lunchtime walk (fixed route, bring your walking shoes to work)
Downtown Employee Casino Night from 6pm to 9pm at Martini's on Martin (using funny money)
Closing Ceremonies

For more information please contact Corrie at 493-8540