



# Chamber of Commerce

NEW ROCHELLE, NEW YORK

PO Box 140, New Rochelle, NY 10801 • [NewRochelleChamber.org](http://NewRochelleChamber.org) • 914-632-5700

November 2010

Dear Members, Friends and Merchants of New Rochelle,

As we approach this holiday season the Chamber of Commerce and the City of New Rochelle would like you to consider a promotion to start on November 20<sup>th</sup> the day of the 47<sup>th</sup> Annual Valenti Thanksgiving Day Parade.

We would like for you create a Prix Fixe lunch or dinner if you're a restaurant or a discount of merchandize if you are a retail establishment to take advantage of the potential crowds that will come to see and participate in the parade. The slogan will be "20 on the 20<sup>th</sup>". It could be \$20.00 for a three course meal

This can be a wonderful opportunity for you, the business owners, to not only prime the pump so to speak but to create an incentive for the citizens of New Rochelle to do their holiday shopping locally. The chamber is willing to forgo its normal radio show "Chamber Chat" to read off the name of your business and location and that you are a participant in this discount program. The radio station will also support this effort. We want you, the businesses of New Rochelle, to have a successful holiday experience.

We would like to place a sign in you window stating that you support "20 on the 20<sup>th</sup>". It could be a simple sign that you create. If you cannot do the 20 on the 20<sup>th</sup> please make an effort to discount your product or service whether it is 15% or 10% to give the buying public an incentive to visit your establishment. We are hoping that all merchants throughout New Rochelle, on Main Street, North Avenue, and in every mall in every hamlet of our fair city will participate.

And dear citizens of New Rochelle this is a wonderful opportunity for all of us create a vibrant city alive with folks willing to shop locally and help grow the business community not just during this holiday season but throughout the coming years. This city will be as vibrant as it once was with your efforts.

Also, please join the Chamber and the City for the Holiday lighting ceremony on Thursday, December 2<sup>nd</sup> at Memorial Plaza.

Also when we think of the holiday season let us remember a wonderful artist from New Rochelle, Norman Rockwell, whose paintings of the four freedoms that depict who we are as Americans and citizens of New Rochelle and let us reach out to help those less fortunate that may need our support during this season.

The Chamber of Commerce of New Rochelle, its staff and members of the board, want to wish everyone a happy, joyous and prosperous holiday season.

*Eli Gordon*

Eli Gordon

Executive Director

Chamber of Commerce of New Rochelle