

Dance Moves and Gymnastics Center- info@flipdmg.com

Hi Dance Moves and Gymnastics Center,

As a local business in Lafayette, your dedication to providing a safe place for children to have fun and be active is evident through your website and social media pages. I read the article that Journal & Courier published that is linked to your website and was inspired by the story of how DMG came to be.

That being said, Little Bird Lane Children's Consignment Event is a semi-annual pop-up sale in Lafayette where members of the community can enjoy one-stop shopping with an incredible inventory of high-quality items. These items include brand name clothing, toys, books, and games at an affordable price. The event was launched by Christina and Josh Wright, parents of two daughters and fellow members of the Lafayette community. This year, Little Bird Lane will be held from March 8th through the 10th at the Tippecanoe County Fairgrounds. My team at Boiler Communication, the Lamb School of Communication's student-run public relations firm in the College of Liberal Arts at Purdue University, thinks your influence as a local business in the Lafayette community would be a great way to raise awareness of Little Bird Lane.

I would like to formally invite two of your employees to a pre-sale media event on Thursday, March 7 from 1 p.m. to 3 p.m. This event takes place before we open to our consignors and other shoppers. You'll have the opportunity to shop, mingle, and learn what Little Bird Lane is all about while using your voice to increase knowledge and awareness of our sale. We simply ask that you promote the sale at least twice on your social media channels (whether through stories, general posts, etc.) and display information about it at DMG. A promotional flyer has been attached for your convenience. We would also like to offer you five passes to give away to your customers to attend our later pre-sale event that takes place Thursday, March 7 at 6 p.m. These are yours to give away as you choose. Simply let us know the names of the individuals attending so we can add them to our list. Additionally, if you plan to attend our special media event please RSVP by Monday, March 4.

We believe your influence as a local business can make a tremendous impact on the success of Little Bird Lane and that you will have a fulfilling experience at the event. We hope you consider attending and if you are interested or have any questions, please let me know.

Thank you for your time and consideration!

Sincerely,

Jessica Zweigbaum

Purdue University

Boiler Communication

jzweigba@purdue.edu

(631) 624-2705

Studio b - Office@StudiobLafayette.com

Hi Brooke,

My name is Jess Zweigbaum and I am currently on Purdue Dance Team (PDT). I know you're an alumnus of PDT and are very involved in the Lafayette community. Studio b is a great place to dance no matter what age you are, and all of my experiences there have been so positive. As a mom and a business owner, you may be aware of the growing popularity of children's consignment sales in Indiana. There are many around the state, but there also happens to be one right here in Lafayette.

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I would like to formally invite you and one guest to an exclusive, pre-sale media event on Thursday, March 7 from 1 p.m. to 3 p.m. This event takes place before we open to our consignors and other shoppers. You'll have the opportunity to shop, mingle, and learn what Little Bird Lane is all about while using your voice to increase knowledge and awareness of our sale. We simply ask that you promote the sale at least twice on your social media channels (whether through stories, general posts, etc.) and display information about the sale in the studio. A promotional flyer has been attached for your convenience. We would also like to offer you five passes to give away to your followers to attend our later pre-sale event that takes place Thursday, March 7 at 6 p.m. These are yours to give away as you choose. Simply let us know the names of the individuals attending so we can add them to our list. Additionally, if you plan to attend our special media event please RSVP by Monday, March 4.

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