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Mayor's message: "Shop Warwick" this holiday season

December 09, 2010 - Rhode Island

As we prepare for the upcoming holiday season, our Department of Tourism, Culture and Development has finalized details for a "Shop Warwick" advertising campaign.

"Shop Warwick" is an expansion of last year's "Shop Local" program, which was meant to highlight and support small businesses as well as to promote unique items that are made right here in the city.

This year's campaign will be expanded to include the Warwick Mall, which is still recovering from the effects of the flood, as well as the Rte. 2 corridor. Expanded promotional efforts, including an email marketing campaign and an advertising flyer are being produced and will be posted prominently on the department's website, placed in local publications, and distributed through social media sites like Facebook and Twitter. Flyers will also be distributed to local businesses as well as all of the city's hotels, in order to encourage out-of-town visitors to do their shopping right here in our community.

Incentives will also be given: the first 100 people to register online at www.visitwarwickri.com/shopwarwick.php will receive reusable Warwick shopping bags and anyone who signs up will be entered into a raffle for a chance to win a \$250 Warwick shopping spree.

The "Shop Warwick" program is meant to give our Department of Tourism, Culture and Development another opportunity to work with our businesses to further increase their exposure, at no cost to them, beyond the local area.

If you would like to learn more about the "Shop Warwick" program, or have suggestions for our staff, please contact department director Karen Jedson at karen.jedson@warwickri.com, or (401) 738-2000, ext. 6402.

Scott Avedisian is the mayor of Warwick.

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