



PRESS RELEASE

City of New Berlin ▪ 3805 S. Casper Drive ▪ New Berlin, Wisconsin 53151-0921 ▪ (262)786-8610 ▪ www.newberlin.org

For Immediate Release

Date: March 8, 2013
Contact: Mayor's Office, 262-797-2441
Phone: 262-797-2447

City Announces Business of the Month Initiative

The City of New Berlin is partnering with local businesses and civic groups for the positive promotion of our local economy and volunteers. The City's Business of the Month program is open to all city businesses and civic groups that share similar passions for making our great city the best choice for people to live, work and play.

The business of the month will be chosen based on a simple application that the business or civic group will be required to fill out which can be downloaded from the city's website at: www.newberlin.org Once a business is chosen it will receive an array of attention from various outlets including the city's social media pages, the city's website, a personal visit from the Mayor, features in a Press Release as well as the City's Leaflet Newsletter and promotional materials displayed in City Hall for that entire month.

Mayor Chiovaturo stated, "We take great pride in our businesses here in the City. Anything we can do to promote their services and/or products benefits everyone. In addition, our Civic organizations have demonstrated their dedication to the community time and time again. This initiative will simply draw attention to all the fine entities already prospering and working for the greater good in our community. We encourage everyone to take note of all that we have to offer right here in the wonderful City of New Berlin!"

The City is expecting to name their first *Business of the Month* in April or May of 2013.



“Business of the Month”

The City of New Berlin partnering with local businesses to grow economic activity and promote the City as a place to live, work and play!

- As the City’s “Business of the Month,” you will be featured on our social media pages, which include Facebook and Twitter, as well as the City’s website.
- We can work with you to customize contests and giveaways of your products or services through our social media pages or raffle entries on site at your location, in the City Hall lobby or at both locations.



- The Mayor will make on-site visits to your location for photo ops and will recognize the “Business of the Month” at that month’s Common Council meeting.
 - Businesses of the Month will be featured in the timeliest edition of the City’s leaflet, which is distributed to all residents.
- City promotional materials, including “Business of the Month” recognition would be displayed on site at your business.
 - The City’s “Business of the Month” is open to all city businesses. We will attempt to coordinate with you for a month of your choosing, given a special event or circumstance.
 - For civic groups that are also interested, we will also feature a “Civic Group of the Month” on occasion, in lieu of a “Business of the Month.”
 - Fill out an application or contact Community Relations/Clerk’s Office at 786-8610 for more information!





City of New Berlin
Clerk's Office/Community Relations Dept.
3805 South Casper Drive
New Berlin, WI 53151-0921
262-786-8610

**CITY OF NEW BERLIN
"BUSINESS OF THE MONTH"
APPLICATION**

1. First name: _____ Last name: _____
2. Phone number: _____ E-mail: _____
3. Residence address: _____
4. Business name: _____
5. Business address: _____
6. Tell us what you'd like to get from this partnership with the City: _____

7. Do you have any special events approaching in the coming months? If so, tell us about them:

8. Is your business active on social media? List accounts here, if so: _____

9. Do you have any items you'd like to donate on behalf of a giveaway or contest?: _____

10. Anything else you'd like for us to know?: _____

Applicant signature: _____ Date: _____