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COMPLETE

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Q1

BIA Name:

Downtown Maple Ridge BIA

Q2

Contact:

Coree McIntosh

Q3

Email:

membership.events@downtownmapleridge.ca

Q4

Project Title:

Seniors Day - Tea & Treat

Q5

Category:

Events

Q6

Project Description:

Seniors Week celebration in downtown Maple Ridge in partnership with the Senior's Network. DMRBIA offered a free Tea & Treat curbside outside our local tea store on 224th. We set up & decorated a tent and offered lovely presentation of assorted teas and a "smile" cookie(donated by Thrifty Foods) + BIA sunglasses(future of downtown MR looks bright; you'll need your sunglasses!)

Q7

Audience:

All seniors in and around Maple Ridge!

Q8

Implementation:

This promotion was posted on our website as well as our social media platforms. Additionally we advertised and placed an editorial in the Maple Ridge/Pitt Meadows News

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Q9

Results:

It was a gorgeous day out! We gave away treats, a free cup of tea & “I Love Maple Ridge” Sunglasses to approximately 146 Seniors! For many seniors this was their first day “out” since the start of COVID19

Q10

Cost:

Tea was donated by our local Tea store, happy face cookies by Thrifty Foods. Sunglasses provided by the DMRBIA (cost 29 cents ea!) Cost of advertising : “special deal “ with the NEWS ($125 for half page/colour)