



MANHEIM WEEKLY NEWSLETTER

www.manheimdowntown.org

(717) 665-1762

THIS WEEK IN MANHEIM JANUARY 11 - 17, 2010

- 1/11 **MC Rec Winter/Spring Programs** Begins
Old Middle School Today
The MC Rec Winter/Spring Programs and Classes are ready to begin! Please call 664-7506 to register!
- 1/12 **Women's Club of Manheim Meeting** 7:00 pm
St. Paul's United Church of Christ
50 North Main Street
Please join the WCM at their monthly meeting.
- 1/12 **Zumba** 6:00 pm
Crickets Performing Arts
1 North Main Street
For more information or to register, please call 664-4018 or visit their web-site at
www.cricketsperformingarts.com
- 1/13 **Story Time at the Library** 10:30 am
Manheim Community Library
15 East High Street
This week's letter is "N". Children are encouraged to bring something that begins with the letter. Registration is required. Please call 665-1752.
- 1/14 **Ruth Mackley Democratic Club** 7:30 pm
Manheim Train Station
For more information, please call Terrie Eshleman at 665-7393.
- 1/15 **Pig Roast Dinner** 4:00 pm -
MC Boys Basketball Team 7:00 pm
400 Adele Avenue
The MC Boys Basketball Team is hosting their annual Pig Roast Dinner. Eat-in or take out available. Meal includes Pork, Roll, Butter, Baked Potato, Applesauce, Drink and Dessert.
- 1/16 **LaserDome Show** 10:00pm -
LaserDome 1:00am
2050 Auction Road
Tonight's show will feature "River Rat Jenkins plus The Dogs of Lust and Next Day" All shows are \$20 (\$15 with student ID). All shows include all you can play laser tag and halo3. For more information, please call 492-0002
www.laserdome.com

Support Local Businesses: The 3/50 Project



The 3/50 Project, designed by retail consultant Cinda Baster, is a buy-local campaign based on a simple premise: Ask consumers to frequent three businesses they don't want to see disappear, and to spend a very affordable \$50 per month doing it.

Unlike other buy-local campaigns, The 3/50 Project does not ask consumers to avoid or stop shopping in chains or franchises.

"Instead, our message is about balance - of the money you currently spend each month, we simply ask you to redirect an affordable \$50 back to the locally owned independent businesses that have been forgotten.

What's an Independent? There are as many definitions for the word "independent" as there are types of retail stores. For the sake of clarity, we cull the most salient points from the most highly respected "buy local" organization in the country, and hold businesses fitting that definition in the highest regard.

The 3/50 Project supports locally owned brick and mortar businesses of all types: retail stores, dry cleaners, movie theaters, restaurants, etc. The people behind the counter and in the back office are the same ones you see at the nearby grocery store, each of which has a personal stake in the health of your local economy.

So what can you do???

3

What three independently owned businesses would you miss if they disappeared? Stop in. Say hello. Pick up something that brings a smile. Your purchases are what keeps those businesses around.

50

If half the employed population spend \$50 each month in locally owned independent businesses, it would generate more than \$42.6 billion in revenue. Imagine the positive impact if 3/4 the employed population did that.

68

For every \$100 spend in locally owned independent stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$40 stays here. Spend it online... and **nothing comes home!**

1

The number of people it takes to start the trend... **YOU!**

Pick 3. Spend 50. Save your local economy!