



November 9, 2021

Help us Find Berry the Elf and Celebrate the Holidays in LaSalle!

The Town of LaSalle is partnering with the Windsor-Essex Chamber of Commerce in the **Support Local** Campaign. We would like you to be a part of this campaign!

Berry the Elf has gone missing and will be spotted throughout businesses in LaSalle. Our community will be encouraged to find and report Berry's location through the GooseChase app or on printed cards for a chance to win prizes.

Participating Businesses

We will provide an elf character and ask that you display it in the front window or entrance to your business to be easily spotted by our participants. Each elf has a unique number to report their location to us.

We will purchase a \$25 gift card or item from any LaSalle business that participates to be used as a weekly prize, or to be included in the grand prize at the end of the contest. Additional donations would also be appreciated.

Contest dates: November 26, 2021 to December 20, 2021

Please confirm your participation no later than Monday, November 15.

In conjunction with this, the Town of LaSalle is hosting the inaugural Holiday Lights Heritage Nights event at the LaSalle Civic Centre from November 26, 2021 to January 9, 2022. This outdoor light display will transform the LaSalle Civic Centre, located within the Malden Town Centre, into a beautiful outdoor walk-through holiday and light experience, including numerous ornamental/holiday lighting displays and a forty-foot-tall walk-through Christmas tree. We are also scheduling programming including Food Truck Fridays, Sounds of the Season Saturdays and Sunday Night Markets. For more information, visit lasalle.ca/holidaylights

Our intention is that the contest and light display will act as a beacon for the business district to attract individuals from the region to expand upon our strong community activities, and extend them into the shoulder season as we welcome residents and visitors back to our community. Your support would be greatly appreciated.

Please contact me to take part in our contest or for more information.

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