

**September Sales:** Had some “dog days of summer” days, slow and lazy, but still managed to eke out an increase of exactly 10% over last year. Busy weekends, slow weekdays. However, with our Anniversary Sale coming up we look forward to a successful October. Will you be ready???

**ANNIVERSARY SALE** Mark your calendars – **Friday, 10/17 – Sunday, 10/26** 10-50% off the entire store. If you want to be more than 10% off let us know, so we can print the correct signs for your space.

**Advertising:** Jaime has graciously agreed to coordinate all of our marketing, not only for this sale but also going forward. Sale ads will be placed in The Daily Herald, both online and in print, and in the Patch online papers (approximately 30 suburban editions). She also checked into the Nextdoor app, but they needed a rather pricey 30-day commitment. So instead, we’re asking dealers who use the app to post a blurb about our sale.

**Social media:** Needless to say, our sale will be vigorously advertised on FB, IG and TT, and on our Website. I’ve also heard there might also be a You Tube video in the making!

**Flyers:** We have printed up a bazillion flyers for you to distribute (available today 10/3). In addition to the flyers you pass out, Brian #163, has engaged his brother to attach flyers to all his delivery and take-out orders at his various suburban restaurants. Thank you Brian!

**Raffle:** Customers who make a purchase of \$5.00 or more get one entry into our Anniversary Raffle. Prizes are OOTA gift cards consisting of 1 @ \$100, 2 @ \$50, and 20 @ \$20. Other prizes are the gift baskets donated by you, our dealers.

**Get involved:** Jaime has also emailed sign-up sheets for:

a) **refreshments:** pop, water, baked goodies etc.

b) **seminars:** share your expertise with our customers. Karen & Renee are sharing their jewelry

What’s your thing? Comics, Coins, Vinyl? It’s only for one hour – you know you can do it!

c) **gift baskets:** for example, Julie is making up a basket of kitchen items, Johnathan offered to

do a basket of Pokémon merch, Uncle Glenn will do up a pub basket. You get the idea.

If you didn't see the email or trashed it (by mistake of course), you can email the store or Julie or call us or just tell us the next time you visit.

**New Dealer Alert:** Welcome #318, Ricky whose passion is mostly sports memorabilia. His case is on the left just before you get to the green tile. Give his showcase a visit.

Ricky, we wish you well!

**Out of the Attic T-shirts:** We have placed an order for 48 t-shirts. They will be available for sale somewhere around the 13<sup>th</sup> of October. Prices to be determined, although there is a rumor that Uncle Glenn will discount the price for any dealer who would like to purchase one.

**Thanks for your attention! Here's to the best sale ever!**  
**CONGRATULATIONS** to **UNCLE GLENN** on his **20<sup>th</sup> ANNIVERSARY!**