



**DowntownCharlotteInc.**

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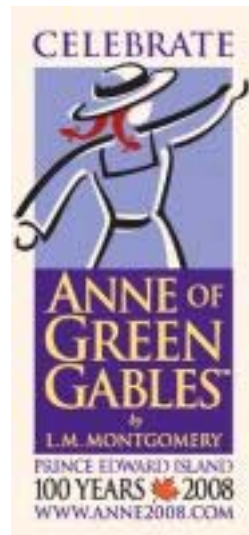
**Anne 2008**

**Present**

***“Anne in the City”***

**Window Display**

**Competition**



## Why a window display competition?

Downtown Charlottetown Inc. (DCI) and Anne 2008 are launching **Anne in the City**, a window display competition this Summer to add value to your DCI membership and to celebrate the 100<sup>th</sup> anniversary of the publication of Anne of Green Gables in the City of Charlottetown.

This event has several key goals:

- To recognize those businesses that traditionally put good effort into their window displays.
- To encourage **all** of our Downtown businesses/services to decorate their places of business this summer.
- To encourage visitors and residents to:
  - shop Downtown over the summer season
  - see the best that our business community has to offer **and**
  - participate in the **Anne 2008** celebrations in the City of Charlottetown!

## So, how do I enter?

To enter the competition simply read through this package and completely fill out the **Participation Form** (attached). The DCI office must receive all entries no later than June 21, 2008 at 5:00 pm.

There is no cash entry fee for this competition.

## About the Judges....

During the week of July 14<sup>th</sup> our judging panel which is representative of the Downtown Business Association and Anne 2008 Committee, will come to your place of business to assess your window decorations.

## About the awards.....

They will be a grand prize and one runner up which will be announced on July 19. The winners will be presented with prizes including show tickets to Anne of Green Gables and Anne and Gilbert, The Musical other Anne 2008 merchandise, and winners' banners for display on their window.

## Other important stuff.....

The most important rule of the competition is to have fun! This is a friendly event designed to promote Anne 2008 and our Downtown as a festive shopping/dining environment to shoppers and visitors this Summer.

**Contest Entry deadline**  
**July 14<sup>th</sup>, 2008**

## Participation Form

<b>Business/Service:</b> _____
<b>Address:</b> _____
<b>Contact Person:</b> _____
<b>Phone:</b> _____

Please fill out this form completely and drop off, mail, or fax to;

**Downtown Charlottetown Inc.**  
P.O. Box 1414  
127 Kent Street  
Charlottetown, PE C1A 1N3  
Phone 368-8636 Fax: 368-3570  
[dawn@downtowncharlottetown.com](mailto:dawn@downtowncharlottetown.com)

Anne 2008 and Anne-imated (a June 14<sup>th</sup> event) Posters to be used for decorating can be obtained at:

**Anne 2008 Office**  
6 Pownal Street  
Charlottetown, C1A 3V6  
Phone: 566-3346  
[www.anne2008.com](http://www.anne2008.com)