

## **Newark Offers Main Street Visitors the Chance to Earn Gift Cards**

*Social media contest to launch on December 14<sup>th</sup>*

Newark, DE – The City of Newark, in collaboration with The Newark Partnership, is happy to announce an exciting opportunity for Main Street visitors. From December 14<sup>th</sup> to February 10<sup>th</sup>, the City will host a social media contest that will provide participants the opportunity to earn \$50 gift cards to use at various Main Street restaurants and retailers. The contest will coincide with the University of Delaware’s winter break to encourage residents to visit when it is less crowded, as well as attract new visitors who may not have experienced all Main Street has to offer.

Follow the City of Newark’s social media channels to receive prompts and instructions on how to enter the contest. The contest will include bi-weekly challenges with a \$50 gift card winner announced at the end of each week. At the conclusion of the eight weeks, five random individuals will have the chance to earn additional gift cards valued at \$100 each. The city will randomly select two winners from Facebook and two winners from Twitter that liked or followed on or after December 14<sup>th</sup>. The fifth \$100 prize will be given to the person that posts most frequently.

To participate in the contest, entrants must “like” or “follow” the City of Newark on Facebook (@CityofNewarkDelaware) or Twitter (@CityofNewarkDE). Then, post to your own social media when you are out and about on Main Street and include the hashtag #MeOnMainStreet in your posts. The City will track all posts and randomly select a weekly winner. With the exception of the bonus gift cards issued at the conclusion of the contest, there will not be duplicate winners.

Gift cards are from Bing’s Bakery, Grain Craft Bar and Kitchen, the Newark Arts Alliance, National 5 &10, and many other establishments. The gift cards were purchased with a generous donation from Bloom Energy.

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