

Walk Your Neighborhood Launch Event

[Sustain Charlotte](#) invites YOUR businesses to participate in our [Walk Your Neighborhood Launch Event!](#)

When: Saturday, November 7, 2:00 pm - 5:00 pm

About Walk Your Neighborhood: Sustain Charlotte's [Transportation Choices Alliance](#) and OrthoCarolina are piloting a project called *Walk Your Neighborhood* to promote walking as a form of transportation. Using wayfinding signs, this project will encourage residents of the neighborhoods surrounding the Plaza Midwood Business District to walk, rather than drive to destinations in this area. Signs will be both at ground and eye-level, and tell residents how many minutes it will take them to walk to popular local destinations. Ultimately, this project will create more vibrant streets, support local businesses, highlight unique neighborhood features, create community, and strengthen connections between neighborhoods.

About the launch event: We're holding a launch event to celebrate this new initiative and increase awareness amongst residents of Plaza Midwood, Chantilly, Commonwealth Morningside, Commonwealth Park, Belmont, and Elizabeth of it's benefits to the community. **We want to demonstrate to residents how many local businesses they can walk to within just 20 minutes or less!** Participants will *walk* from their homes and gather at 2:00 pm (near the parking lot of Wells Fargo on Central Ave) for check in, games, refreshments, and welcoming remarks. **Participants will then be given a wristband and event map that lists participating businesses, and will walk to these businesses to take advantage of their offers.**

How YOUR business can participate:

- Provide a special offer, product sample, freebie, or discount during the time of the event (Saturday, November 7, from 2pm - 5pm) AND/OR Donate an item for our raffle! *Tell us what your offer is as soon as possible so we can promote it!*
- Place a Walk Your Neighborhood launch event flyer on your doors or windows.
- Post content to social media to promote your participation in the event (social media toolkit to be provided by Sustain Charlotte).

Benefits of participation:

- Marketing exposure:
 - **Printed marketing materials:** We'll list your business name on our day-of event flyer, to be handed out to all participants*, encouraging them to visit your business and take advantage of your offer.
 - **Social media promotion:** We'll market your business through social media (facebook, twitter, instagram) postings and tagging about the event for the three weeks leading up to the event.
 - **Sustain Charlotte Webpage:** Your business will be listed on our Walk Your Neighborhood event page.

*We expect at least 100 participants to attend this event. We hope you will take advantage of this great opportunity to gain visibility for your business, company or non-profit organization, while supporting a great community event!