



NEWS RELEASE
City of Chico www.ci.chico.ca.us

FOR IMMEDIATE RELEASE: January 10, 2024

*****MEDIA ALERT*****

**Get it in Chico is Bringing the LOVE on January 19th
Chico Business Owners Invited to Lunch and Learn about How to Activate the Campaign**

(Chico, CA – January 10, 2024) The billboards are up, commercials are running and the promotional giveaways are happening. The momentum is growing for the Get it in Chico Campaign and we want you to be a part of the next phase of the movement!

We want to include you in our advertising, and we need your help! If you would like to have your business included in our radio or television promotions, please email us at Connect@getitinchico.com with your business name, contact information and we'll get back to you with more specifics about the ways that you can participate.

One of the easiest ways to participate is to create a gift basket or offer a gift certificate that we can use in our television and radio station giveaways. Your business name and gift will receive promotional inclusion on broadcast media and our social media channels. You can email us, and we'll get back to you with more information or you can deliver your packages to us in person on January 19th!

**We are hosting a Street Team Celebration and a Chico Business Lunch and Learn
Friday, January 19, 2024 from 12pm - 1pm
City of Chico Old Municipal Hall - 441 Main Street, 2nd Floor**

During this event, you will:

- Receive an update about the current campaign activities and the NEW campaign creative that launches mid-January.
- Find out how you can get your business featured in the Get it in Chico Campaign.
- Win prizes to feature your business! Must be present to win.
- Before and after the Lunch and Learn, our Get it in Chico Street Team will visit various businesses throughout Chico for **LIVE** social media and radio interviews.

Seating is limited. RSVP is required for lunch to Connect@getitinchico.com. Please include the attendees name, business name, contact email and phone number.

If you have any questions or would like any additional information about the campaign, please feel free to email us anytime at Connect@getitinchico.com.