



Affiliated with the Lawrenceville Corporation

Do something great for your business! Help us market the Strip

We're about to begin the Strip's first marketing campaign. It's going to promote the neighborhood to more visitors ... everywhere ... every single day! We're going to encourage people from throughout the region -- as well as visitors logging onto our Web site from anywhere in the U.S. (and beyond) -- to come to the Strip and shop, work, live and have a great time. The more people we reach, the better it should be for business ... all of our businesses ... your business. This marketing campaign is going to be a great one. And you can make it even better. Join one of the groups listed below, or tell us what you can do to help market the Strip. Do it for your business.

- Provide regular information about what's happening at your business (EVERYONE should fill this box. This is promotion for your establishment on the NITS Web site, in our e-newsletter, in local newspapers, etc. And, in most cases, it won't cost you a cent)
- Work with the Strip Marketing Team (meets quarterly)
- Promote the Safe Neighborhood Campaign (initially in the Strip; then in other neighborhoods)
- Meet with other development groups and plan promotional strategies
- Create a "welcome" package for the Strip
- Promote membership in NITS to Strip establishments
- Help plan a walking tour of the Strip
- Work with Port Authority and other groups to make it easier for more visitors to travel to the Strip
- Assist Parc-Way Industries in encouraging establishments to keep their areas clean
- Become a member of the Speakers Bureau and tell others about the Strip
- Work on one of the following special events committees
 - Light-Up Night at St. Stanislaus and the Strip
 - NITS Fundraising Dinner (to raise marketing funds)
 - Black-tie Brunch in the Strip (encourage Pittsburgh VIPs to visit your business)
 - Saturday is (ethnic) Food Day in the Strip
 - A Strip break for hospital visitors
- None of the above. But what I will do is:

Tell me who you are and the best way (and time) to contact you.

Name _____ Name of business _____
Phone _____ Fax _____ E-mail _____ (circle preferred method of contact).
Best time to contact me is _____
Strip address _____

RETURN TODAY TO: Becky Rodgers, Executive Director, Neighbors in the Strip, 1212 Smallman Street, Mezzanine Offices, Pittsburgh, PA 15222. Phone 412-210-4774, Fax 412-562-1109, e-mail becky@neighborsinthestrip.com.

Do it for your business!