



CIGA 2011 FALL FEVER RADIO PROGRAM

In-Store Display & Promotion



TWO STORES WIN: \$250 Best Buy Gift Card

Think your store has what it takes to make the best looking display to promote CIGA's Fall Fever Radio Program?

Here are some ideas on how to get your store involved:

- Create an exciting and eye catching area for which your customers can learn more about your store being featured on the radio. Display must have a CIGA logo, and Clover Organic Farms logo. Have fun with it!
- Have notices at each checkout stand and encourage employees to purchase Clover Organic Lactose Free Milk.
- Flag/Display participating Radio Program Vendor

How do you win? Take pictures of all the exciting things going on in your store and send it to Melissa Goodell at mgoodell@ciga.org. Winners will be chosen and announced shortly after the program ends.

Newspaper Ad Layout Design



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As part of CIGA's Radio Program, participants are required to create a feature ad, that kick offs the radio advertising that tags CIGA retail members. The feature ad promotes the Clover Organic Farms Half Gallon Lactose Free Milk to sell in your store for the two week period.

For your chance to WIN send Melissa Goodell, mgoodell@ciga.org, a copy of your store's feature ad. The store with the most creative and informative design wins the prize.

\$1,000 VALUE IN PRIZES