



The second annual **Barrhaven \$5000 Shopping Spree** ended on Sunday. Thank you to over 100 members of the Barrhaven BIA who participated, by displaying a Spree kit for their customers.

This year, our winners are:

1. **\$2500-** Susan Dicola who entered her ballot at Barrhaven Veterinary Hospital, 2900 Woodroffe
2. **\$1500-** Elaine Jette who entered her ballot at Barrhaven Family Chiropractic & Wellness Centre, 900 Greenbank
3. **\$1000-** Gail Logan who entered her ballot at Lovely Nails, 4100 Strandherd

The ladies will be treated to a 3-hour shopping trip around Barrhaven on Saturday morning.

Winners are obligated to spend 10% of their prize in the place of business where the ballot was entered. Of course, all prize money must be spent at Barrhaven stores and offices.

This year we enhanced our marketing campaign for this event;

- Billboard advertisement at Greenbank and Strandherd for 5 weeks
- 5 week advertising campaign in the Barrhaven EMC newspaper
- A direct mail out to all surrounding communities- Manotick, Riverside South, Greeley, North Gower, Osgoode and Richmond
- Posters in local stores and offices

Feedback to date from various businesses is that people came in asking for the contest ballots as they had seen them listed on the website as a participating store or office. We look forward to next year's contest with even more locations to enter a ballot!