



**Twentynine Palms Chamber of Commerce
Convention & Visitors Bureau**
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Chamber plans End of Summer MELTDOWN!!

It is time to get people shopping in Twentynine Palms! In an effort to build community relations and increase traffic for local businesses, the Twentynine Palms Chamber of Commerce has created an end-of-summer retail event: **The End of Summer MELTDOWN!!**

This family-friendly event will take place at the Historic Plaza in Twentynine Palms on August 29, 2009, from 5 p.m. to 8 p.m. Food and games will be provided free of charge, and participating businesses will host booths featuring their products and services.

The event will be well publicized, with Copper Mountain Broadcasting KXCM-FM 96.3 and KQCM-FM 92.1, KCDZ Radio Z107.7 FM, and the Desert Trail all donating advertising as co-sponsors for the event. Joshua Springs Calvary Chapel Men's Ministry will provide the use of their grill.

It's very easy and inexpensive for Morongo Basin businesses to participate! In lieu of a fee, the Chamber is asking for a \$25 donation to purchase food. In return, the business will be able to set up a self-contained booth with 8 feet of maximum space. Businesses can provide an ice block or sculpture to melt down, and those in attendance can guess what time the ice will melt completely. The business can give a prize to the person who guesses closest to the actual time.

Participating businesses are asked to make this a genuine retail opportunity by offering special discounts, markdowns, coupons, and heavy retail promotion. Just the event alone will not make people attend, so offer great deals that give them a reason to come on out and save.

The Chamber is asking nonprofit organizations in the Basin to host a free carnival game of some sort, such as bean bag toss, face painting, etc.

Businesses and nonprofit organizations can obtain a participation form by calling the Twentynine Palms Chamber of Commerce at (760) 367-3445, or visit the Chamber website at www.29chamber.com. If we get good participation, this event will work for everyone by stimulating retail sales and camaraderie for your customers!

The Chamber will host a community Meltdown meeting in August. The general public will be invited to share its thoughts with Rob Fleck, the Chamber's Event Committee Chairman; Bob Whitt, the Meltdown Committee Chairman; and Mel Berlin, a Meltdown Committee member. Keep an eye on the Chamber website for more information about the meeting.