



**FOR IMMEDIATE RELEASE**

**Thursday, March 17, 2022**

**The District Announces “Fri-Yay! Shop Hop” Event**  
*Event to promote shopping local while providing a chance to win a prize!*

**QUINCY, IL** – The Historic Quincy Business District (THE DISTRICT) announced today it is coordinating with several local small businesses for a “FRI-YAY! SHOP HOP” event, scheduled for **Friday, March 25, 2022 from 11 a.m. to 7 p.m.** The event is similar to other Retail Promotions coordinated by the organization but is unique in that it provides customers an opportunity to win a Spring Prize Package by registering at each participating small business as they “shop hop” around The District!

“Fri-Yay! Shop Hop events have been a staple of The District’s programming for the last few years, and we are very glad to be able to continue this fun and unique shopping experience for our businesses and visitors,” said Jeremy Ledford, Director of Programming and Marketing for The District. “It is also unique in that we are targeting Friday shopping opposed to Saturdays for this event, and we like to diversify our programs in that way to meet the needs of different consumer schedules and interests,” Ledford added.

The District hopes customers will “hop around” to these various businesses on March 25. While at each business, customers can enter to win a Spring Prize Package with items provided by the businesses, such as merchandise, gift cards, and other goods. No purchase is necessary to enter. Participating businesses include:

- Calftown Café (432 S 8<sup>th</sup> St)
- District Designs II - Fresh Pix (117 N 4<sup>th</sup> St)
- Domestics Etc (119 N 6<sup>th</sup> St)
- for home & her (644 Maine St)
- LOVE IT OR LEAVE IT (115 N 4<sup>th</sup> St)
- Loyd’s Gifts & Collectibles (504 Hampshire St)
- Mom Bod Boutique (535 Maine St. Ste 4B)
- Shaker Hill (638 Maine St)

The District encourages shoppers to check its social media pages, along with pages of District businesses for details regarding any special promotions or sales. While The District coordinates primary marketing for the event, each individual business is responsible for their own operating hours on Fri-Yay! Shop Hop and any other specials or promotions.

Fri-Yay! Shop Hop also provides participating businesses with social media and web marketing through The District, along with printed materials including posters and counter cards.

The District encourages interested District-based businesses to sign up for future events any time during the year at [TheDistrictQuincy.com](http://TheDistrictQuincy.com).

**MEDIA INQUIRIES - Please contact: Jeremy Ledford, Dir. of Programming and Marketing**  
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**About The District:** The District is a non-profit volunteer driven organization devoted to growth, preservation, and economic vitality of downtown, creating a sense of place in The Heart of Quincy, Illinois.

##

# Fri-Yay!

## SHOP HOP

March 25, 2022  
11am - 7pm

Register at each participating business  
to win a Spring Prize Package!



Directory of Businesses  
Match the clover number on  
map with business listed below!

- 1 - Calftown Cafe  
432 S 8th St
- 2 - District Designs II - Fresh Pix  
117 N 4th St
- 3 - Domestics Etc  
119 N 6th St
- 4 - for home & her  
644 Maine St
- 5 - LOVE IT OR LEAVE IT  
115 N 4th St
- 6 - Loyd's Gifts & Collectibles  
504 Hampshire St
- 7 - Mom Bod Boutique  
535 Maine St, Ste 4B
- 8 - SHAKER HILL  
638 Maine St

For more information on getting involved in future  
District retail promotions, log on to [www.thedistrictquincy.com/retail22](http://www.thedistrictquincy.com/retail22)