

An invitation from Hillsboro Downtown Partnership for businesses to participate.

PLAID FRIDAY 2019

WHAT: The name Plaid Friday was conceived from the idea of weaving the individual threads of small businesses together to create a strong fabric that celebrates the diversity and creativity of independent businesses. Plaid Friday is the relaxing and enjoyable alternative to the big box store “Black Friday,” and is designed to promote both local and independently owned businesses during the holidays. Created in 2009 in Oakland, CA and adopted in Downtown Hillsboro in 2018.

WHEN: Friday, November 29, all day.

WHY: To motivate shoppers to choose shopping local over shopping the mall and box stores.

WHO IT’S BY: The event is by the businesses of Downtown with support from Hillsboro Downtown Partnership.

WHO IT’S FOR: This is for shoppers who are looking for a deal, but don’t want anything to do with the craziness at the mall.

WHERE IT’S HAPPENING: In your business!

HOW YOU CAN PARTICIPATE:

Be open. It doesn’t have to be all day, but if you aren’t open, you won’t be able to participate.

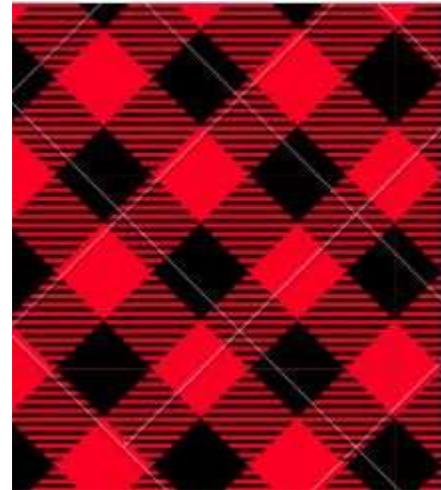
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- Use buffalo plaid to cross promote the district-wide event with what you have planned in your business. *“Downtown Hillsboro is seeing plaid this Friday. Stop in and show us your plaid to get a 10% discount off your entire purchase.”*
- Add [#downtownhillsboro](#) [#plaidfriday](#) to your Twitter and Instagram posts.
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WHAT YOU CAN EXPECT FROM HILLSBORO DOWNTOWN PARTNERSHIP:

- Promotion of the event with posters, social media, and a press release.
- A webpage with details about the event and a list of businesses that are participating by being open and offering a special.
- A Facebook event with cohosting invitations to businesses that are participating.

HOW TO SIGN UP: If you would plan to participate, please contact Donna at 503-640-6145 or donna@downtownhillsboro.org. We need to know no later than **Thursday, November 21** if you want to be included in the promotional opportunities.



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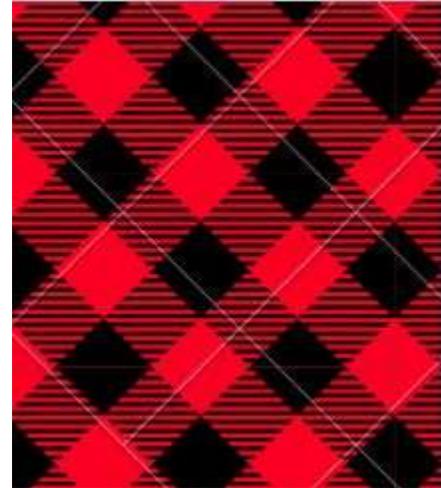
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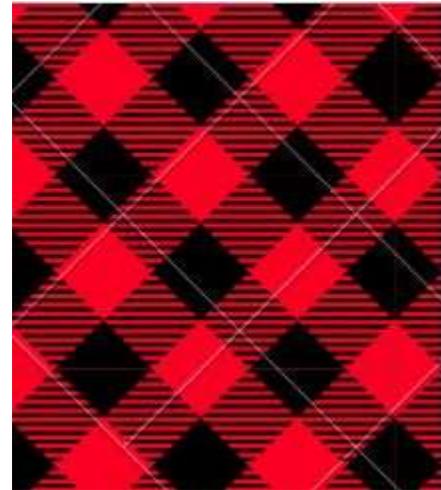
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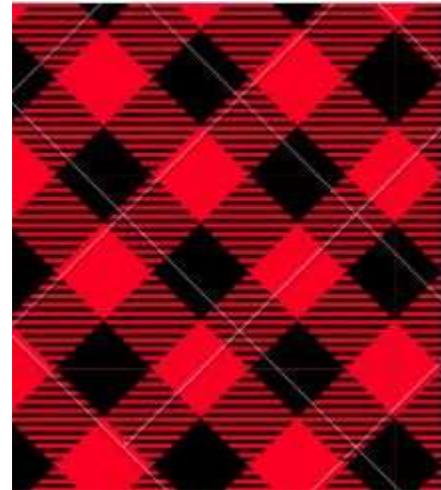
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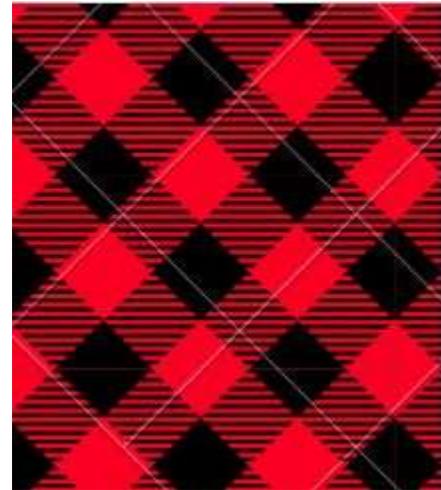
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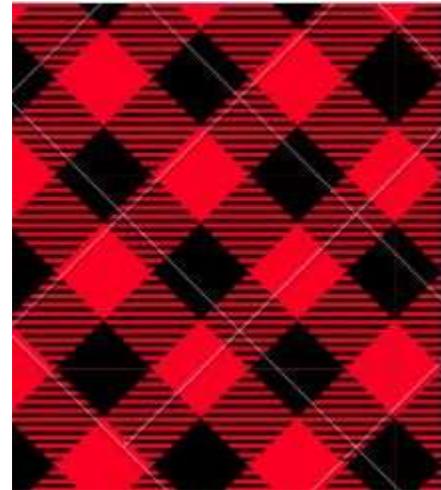
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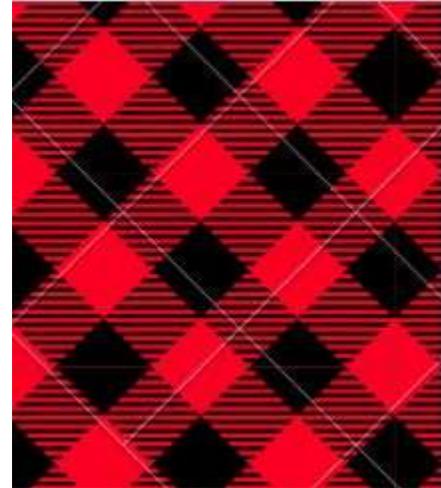
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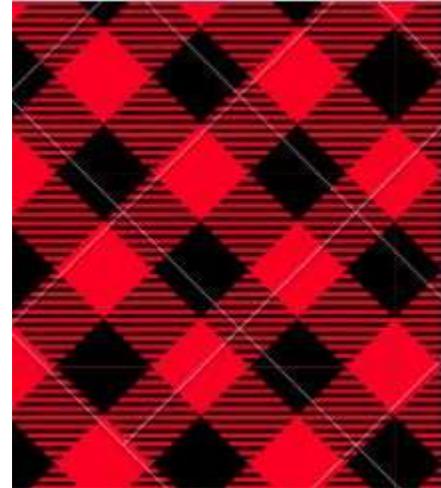
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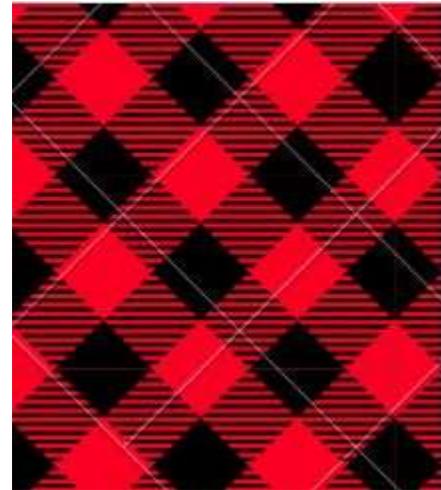
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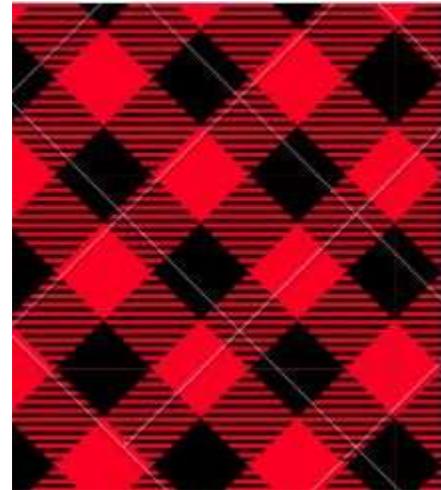
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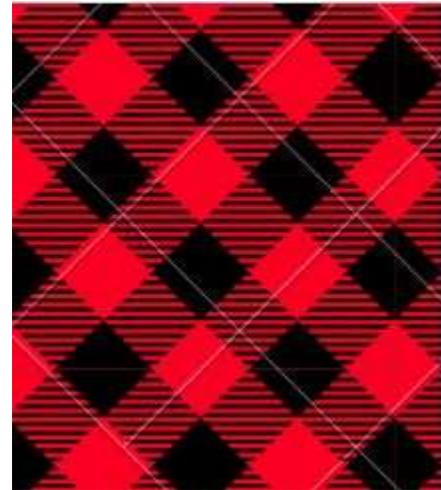
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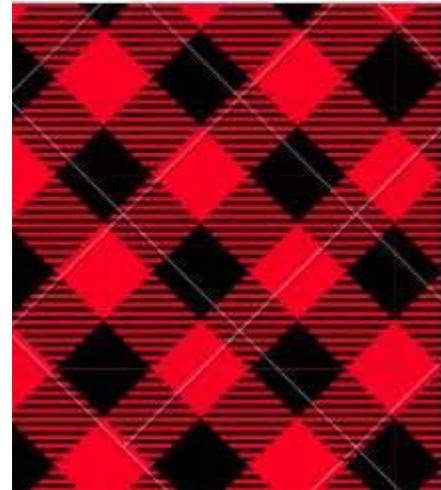
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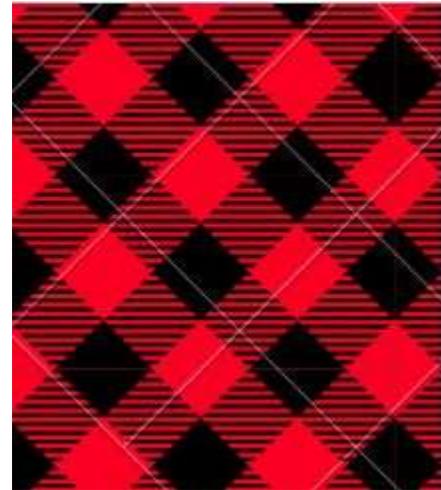
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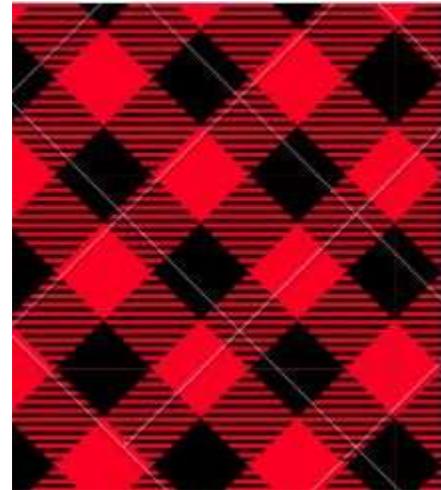
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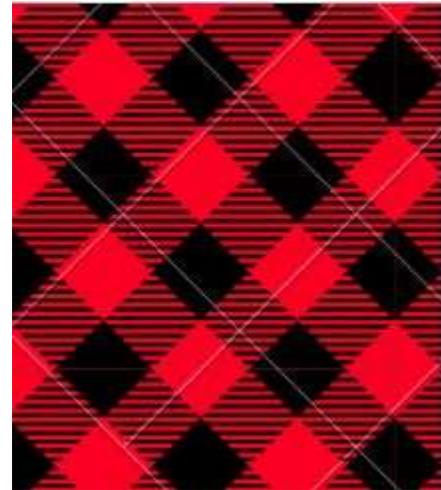
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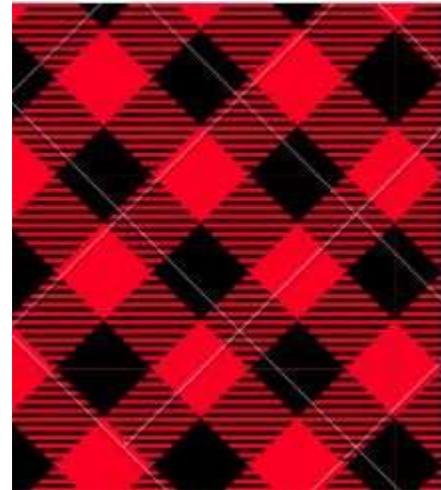
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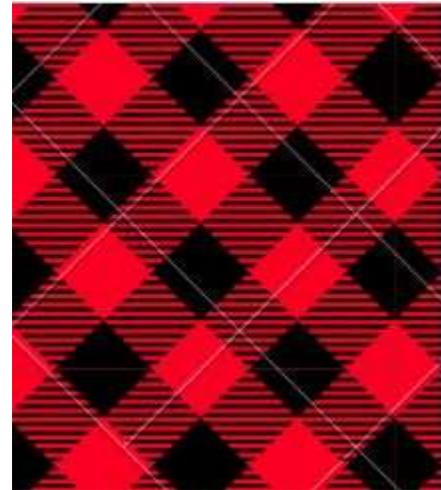
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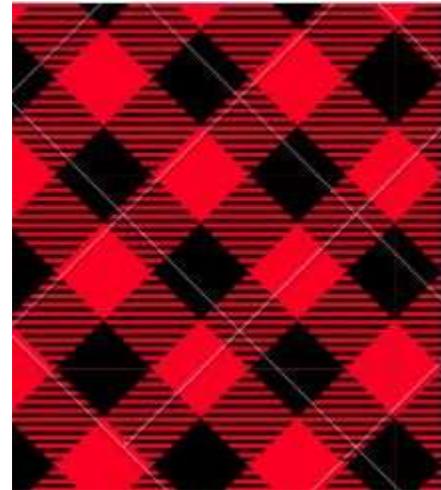
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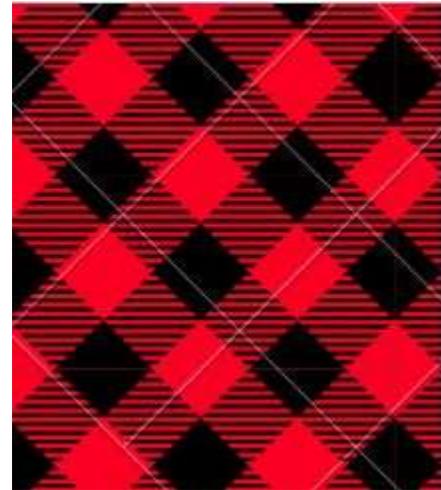
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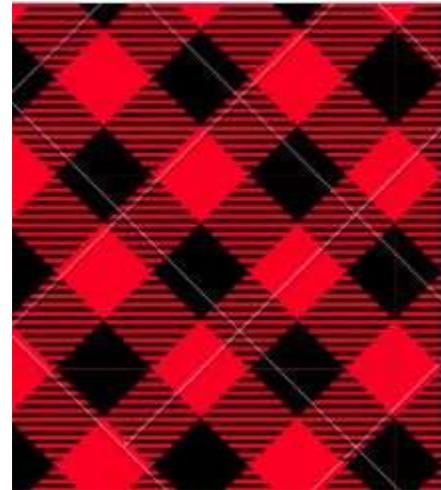
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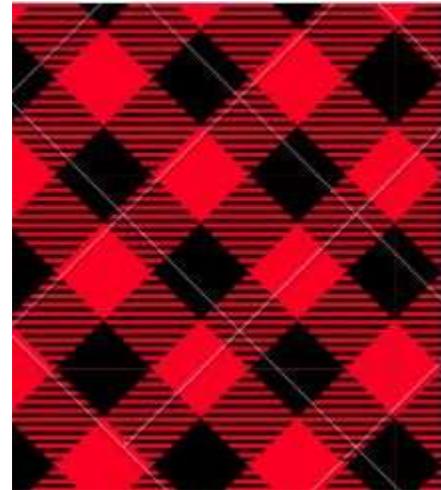
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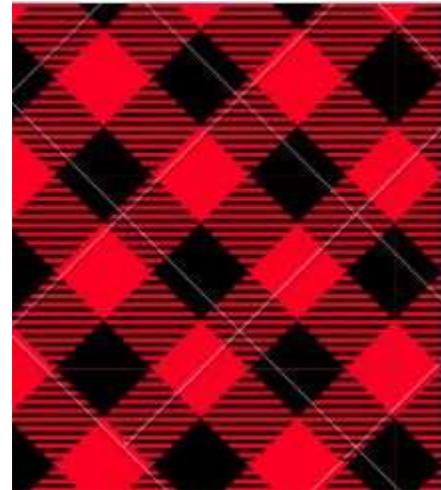
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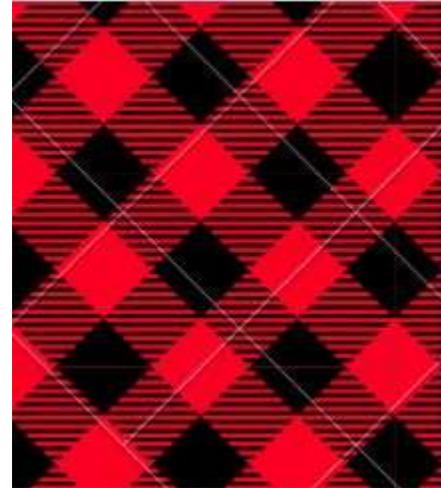
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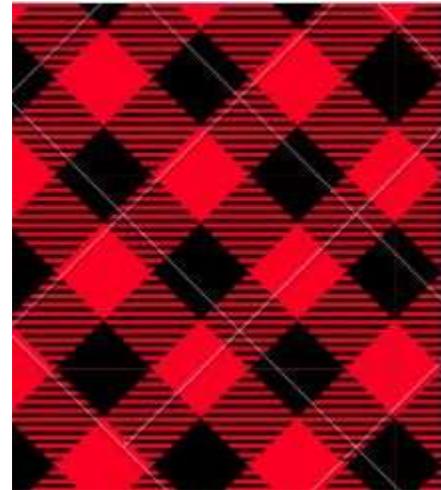
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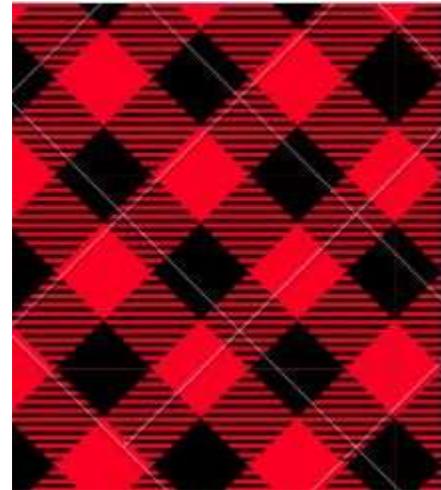
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- A webpage with details about the event and a list of businesses that are participating by being open and offering a special.
- A Facebook event with cohosting invitations to businesses that are participating.

HOW TO SIGN UP: If you would plan to participate, please contact Donna at 503-640-6145 or donna@downtownhillsboro.org. We need to know no later than **Thursday, November 21** if you want to be included in the promotional opportunities.



An invitation from Hillsboro Downtown Partnership for businesses to participate.

PLAID FRIDAY 2019

WHAT: The name Plaid Friday was conceived from the idea of weaving the individual threads of small businesses together to create a strong fabric that celebrates the diversity and creativity of independent businesses. Plaid Friday is the relaxing and enjoyable alternative to the big box store “Black Friday,” and is designed to promote both local and independently owned businesses during the holidays. Created in 2009 in Oakland, CA and adopted in Downtown Hillsboro in 2018.

WHEN: Friday, November 29, all day.

WHY: To motivate shoppers to choose shopping local over shopping the mall and box stores.

WHO IT’S BY: The event is by the businesses of Downtown with support from Hillsboro Downtown Partnership.

WHO IT’S FOR: This is for shoppers who are looking for a deal, but don’t want anything to do with the craziness at the mall.

WHERE IT’S HAPPENING: In your business!

HOW YOU CAN PARTICIPATE:

Be open. It doesn’t have to be all day, but if you aren’t open, you won’t be able to participate.

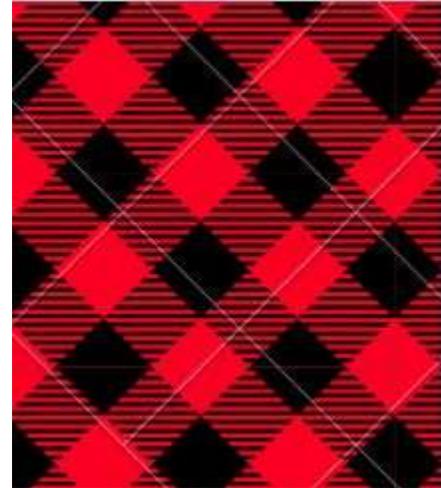
Run a special or an activity in your business. Are you having a sale for the day, hosting a demo/maker, or organizing an activity? Please let us know so we can tell people about it.

- Use buffalo plaid to cross promote the district-wide event with what you have planned in your business. *“Downtown Hillsboro is seeing plaid this Friday. Stop in and show us your plaid to get a 10% discount off your entire purchase.”*
- Add [#downtownhillsboro](#) [#plaidfriday](#) to your Twitter and Instagram posts.
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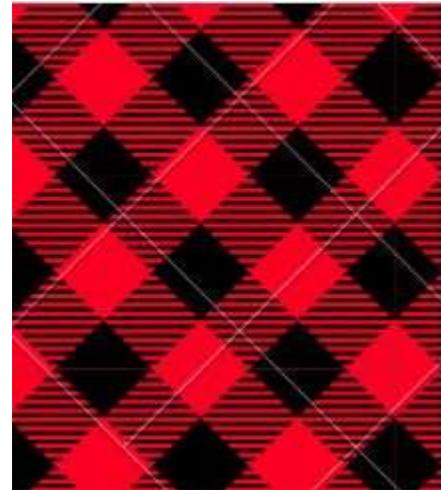
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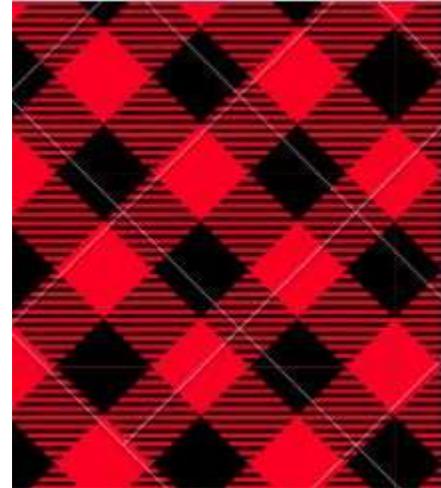
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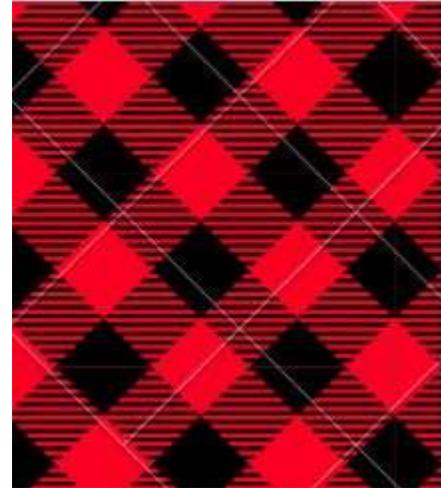
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