



Open House at Capital Blue Retail Store

Issued April 20, 2015

Message

Capital's Enterprise Marketing will be sending invitations for open houses at Capital Blue to small groups (2-9) which are located within a short driving distance of the store. The purpose of this campaign is to leverage the benefits of the store to small businesses in the area.

Employers are being asked to share the invitation with their employees. Producers are also encouraged to share with groups as it is a great way to discuss the benefits of the store and have customers experience it firsthand.

An email postcard (sample included) will be sent to promote open house events being held from 5-7pm on Thursday, April 30th or Wednesday, May 27th.

Capital Blue is located at:

The Promenade Shops at Saucon Valley
2845 Center Valley Parkway
Suite 404/409
Center Valley, PA 18034

Individuals can register at <https://capbluecross.cvent.com/openhouse>.

Questions

Please contact your Preferred Agent with any questions. Thank you.