



Dining Under The Stars, Wednesday Nights - May thru September 5-11pm

## **Promotions Boost Sales**

### **Online Promotions See Record Breaking Events in June**

The online promotion and advertising overseen by the Media Business Authority contributed to an increase in attendance and sales for Media events proving the effectiveness of their campaign work on VisitMediaPA and Dining Under the Stars online platforms:

**Dining Under the Stars - Over 7,000 on June 19, 26**

**Record breaking attendance for Dining Under the Stars with over 6000 Dinners sold**



**Record Breaking Attendance - Photo by BLAIR/DigitalMedia**

### **State Street Blues Stroll**

**Paid online promotions, videos and media saturation helped the MBA break ticket sales for the State Street Blues Stroll. An upgrade in technology with the purchase of a card reader on the day of the event saw an uptick in sales by 20%**



Media Theatre almost sold out for Maria Ball - Photo by BLAIR/DigitalMedia

### **Media 5 Mile Race**

**The 40th Annual Media 5 Mile Race reached their cap of 1800 runners for the first time in its history. Media Business sponsorship was high with many restaurants and retailers offering Race promotions and tie-ins. Next year look for Race packages including hotel stays, dinner for two and runner bibs.**



Over 1800 Runners for Media 5 Mile - Photo by Fred Mason

### **Pride Event**

**With only 3 weeks to promote the event, the MBA sponsored Pride Event drew over 600 people to Plum Street Mall. Over half of the business offered Pride promotions or tie-ins, and all businesses saw a bump in sales on a usually quiet Sunday**

afternoon. Plans are underway for a bigger event next year with larger crowds and broader TV coverage.



Over 600 in Attendance at Pride Event - Photo by Ralph Nardell

The MBA will make donations to the Media Fire Department, Media Fire Hook and Ladder #1 - Station 23, the Media 5 Mile Race, and the Media Theatre for the Walter Strine Scholarship.

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**Businesses needing promotional help please contact the MBA for assistance with websites, Facebook, Twitter, and Instagram. We're here for you!**

## Upcoming Spring Events

### [Dining Under The Stars](#)

Every Wednesday May 1 - Sept 25

### Great Media Garage Sale Days

September 21 & 22, 9-4pm

### Food & Crafts Festival

Sun Oct 6, 10am - 5pm

### Town Talk Halloween Parade

Sat Oct 26, 1pm

### Veterans Day Parade

Mon, Nov 11, 11.11 am

See all Events at

[Visit Media, PA Calendar](#)



Visit Our Website