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[onthegreenline.com](http://onthegreenline.com)

May 1, 2013

Dear University Avenue Business Owner,

Happy Spring! I hope this letter finds you and your business well. We are continuing to help market the businesses affected by light rail construction on University & Washington Avenues in Minneapolis and St. Paul along the Green Line.

Hopefully by now you have seen our *Green Line Visitors' Guide* at your business. We hired a delivery service to drop off a stack at every business on, or within one block of, the Green Line (if you haven't received copies, please call or email me and we will arrange for a delivery). While some businesses have closed, many have opened and we are in the process of updating the *Green Line Visitors' Guide* and preparing for a reprint by the end of May.



With that in mind, we are looking for businesses to participate in the coupon section in the back of the Guide. **Would your business be willing to offer a discount, deal or promotion for us to include?** The offer is completely up to your business and is **free for you**.

Here are some ideas of offers you could include:

- 15% off one entrée
- One free dessert with the purchase of 2 meals
- \$5 off a purchase of \$20 or more
- Buy One Get One Free a product or service

Please let me know your offer by **Wednesday, May 29, 2013** to ensure we can include it in the next print of the *Green Line Visitors' Guide*. We will include an expiration date of your choice, though we recommend December 31, 2013, as we won't begin our distribution until late June. Also, please **email me your business's logo** so we can include it with your offer on your coupon.

If you have any questions, please feel free to contact me by phone or email.

Thank you for your participation! This is a great opportunity to get **FREE** exposure for your business and hopefully will bring in many new (and returning) customers.

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