



## **FOR IMMEDIATE RELEASE**

June 16, 2020

### **For more information, please contact:**

Erin White, Director of Leisure Marketing and Media, Visit Bloomington,  
[erin@visitbloomington.com](mailto:erin@visitbloomington.com), 812-355-7723

Erin Predmore, CEO, Greater Bloomington Chamber of Commerce,  
[epredmore@chamberbloomington.org](mailto:epredmore@chamberbloomington.org), 812-336-6381

### **B-Town Summer Challenge launched in support of local businesses**

**Bloomington, Ind.** - Visit Bloomington, in partnership with the Greater Bloomington Chamber of Commerce and Downtown Bloomington, Inc., is kicking off the B-Town Summer Challenge—a community game with weekly prizes intended to support local business throughout Monroe County for a safe and successful reopening.

The Challenge starts Tuesday, June 16, and ends at 5:00 pm Wednesday, August 19. Over 40 prizes will be awarded during the summer on Thursdays, starting June 25. Winners of two grand prizes of \$500 cash (courtesy Downtown Bloomington, Inc.) and a golf weekend at West Baden Resort (courtesy Cook Group) will be drawn on August 20.

Participants download the B-Town Summer Challenge checklist, complete one activity per category, and post a photo for each activity on social media using #BtownChallenge. Once the participant has completed 10 activities, they can enter weekly prize drawings. The relaxed Bloomington summer marks the perfect time to explore our community in new (and safe) ways. Activities in the challenge include civic engagement, self-care, outdoor adventures, automotive maintenance, and—of course—food!

Erin White, of Visit Bloomington, states, “the B-Town Summer Challenge is a way to ensure our unique, small businesses will be here when our community is able to safely welcome visitors again. Until then, we can find new ways to enjoy our community while also supporting local. The more people play, the more our community wins.” Businesses in Bloomington and Monroe County need to generate income as they gradually re-open from COVID-19 restrictions. A list of minority-owned businesses is available at [btownsummerchallenge.com](http://btownsummerchallenge.com). Email [epredmore@chamberbloomington.org](mailto:epredmore@chamberbloomington.org) if your business is interested in distributing checklists to customers.

For more information about the B-Town Summer Challenge, including the downloadable PDF checklist, how to play, and how to win, visit [btownsummerchallenge.com](http://btownsummerchallenge.com).

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