
RETAIL BUSINESS CAMPAIGN

Irving retailers are being asked by the Greater Irving-Las Colinas Chamber of Commerce to participate in a new campaign to boost the local economy by encouraging consumers to shop “In Irving.”

Participating businesses will receive a door cling to advertise the campaign to customers. A special emphasis will be made on the first Saturday of each month when retailers are encouraged to offer extra incentives or discounts for shoppers.

The chamber is creating a web page to highlight participating businesses. Residents will be able to review the page prior to shopping.

There is no cost for businesses to participate. To register and for more information, visit www.irvingchamber.com and select “downloads” for an application and FAQs. Those interested also can e-mail Don Williams at dwilliams@irvingchamber.com or call (214) 217-8484. ■

shop, dine & do business ... it's all



IRVING