



Waldo, the iconic children's book character, is coming to West Chester this July to help spread the "Buy Local" message.

This July, Bookmarks will be hosting **Find Waldo Local**, an exciting scavenger hunt to find Waldo in participating local businesses. The program has taken place since 2012, with hundreds of bookstores and thousands of other local businesses participating across the country. The stores that have participated have come to rely on the annual July event as an essential way to generate enthusiasm, increase foot traffic, and grow their customer base. We hope you'll want to join in the campaign, which drives customers to stores and reminds them of the importance of a vibrant local business community.

Who: Up to 24 West Chester businesses

When: July 1-13, 2025

Where: Throughout Downtown West Chester

Each participating business will receive:

- a six-inch Where's Waldo? standee.
- a Find Waldo Local window cling, which will let Waldo-watchers know you are participating.
- Find Waldo Local stamp cards, which list all twenty-five participating businesses. You can distribute cards to customers who start the search in your store.
- Your business listed on the Bookmarks Find Waldo Local web page.
- an invitation to the Find Waldo Local party on Sunday, July 20.

Each participating business is asked to:

- display or hide the six-inch Where's Waldo? standee in your store. You are welcome to move it around each day.
- stamp or mark the stamp cards when customers spot your Waldo standee.
- *(optional)* provide a prize or item for the Find Waldo party. Donating businesses will be recognized at the party and on the Bookmarks Find Waldo Local web page.

Bookmarks will:

- print stamp cards and distribute Find Waldo Local participation packs (stamp cards, window cling and Waldo standee) prior to July 1.
- distribute coupon and sticker prizes to participants who collect a minimum of ten stamps.
- manage the raffle drawing for participants who collect a minimum of 20 stamps.
- organize and host a final celebration

☐ **Yes!** We would like to participate in Find Waldo Local West Chester.

Business Name: _____

Contact: _____

Contact email: _____

Contact phone: _____

Donation for party *(optional)*: _____

Participation deadline: Saturday, May 31, 2025

Questions? Contact Lisa Strohl at 610-226-8190 or bookmarkswc@gmail.com