



(260)

SARA FIEDELHOLTZ, EDITOR

OUR AREA. OUR CODE. In the mid-20th century the area code phone system came into effect. It was designed by the Bell Telephone company to respond to the country's rapidly expanding telephone network in order to automate (Direct Distance) dialing and to be able to continue to capitalize on long distance phone calls.

But, since the flattening of the national phone grid, area codes have shed their monetary worth and have gained cultural value. They now serve as a way to connect us to a physical place and serve to refine our perceptions of who we are.

At the start of 2002, the (219) area code that had served the northern third of Indiana since the 1950s was divided into three regions. This is when northeast Indiana (including Fort Wayne) was designated with the (260) area code.

This change was necessitated due to the high demand for phone numbers from the development of cellular phones, fax machines, pagers, computer modems and other telecommunications devices; the change was a way to stop the phenomenon known as "number depletion."

And as northeast Indiana began to use the (260) as a way to create a sense of place and to create camaraderie by being able to bring people together under a universal fact of identification, despite our differences in age, sex, race, religion, original place of origin or beliefs, it became apparent the (260) could be used as a symbol for us to brag and celebrate about the place we, collectively, call home.

Thus, it became apparent we could use February 6, 2/6/Year as 260 DAY and as a way to bring us together to proclaim our love for the region.

The day is designed to be a grassroots initiative encouraging communities to come up with individualized ways to celebrate how great it is to be part of the (260).

Fort Wayne magazine spearheaded the creation of 260 DAY and serves as its curator. The magazine worked diligently to get 260 DAY-themed deals & specials from regional businesses, restaurants, retailers and organizations as a way to punctuate the specialness of the day and to provide a proverbial *pat-on-the-back* to acknowledge all of those who have made the smart choice to call 260 home.

KNOW THE CODE. BE 260 PROUD.

WORDS MATTER



DUSTIN MCKIBBEN

BY KATE VIRAG

VICE PRESIDENT MARKETING & STRATEGIC COMMUNICATION
NORTHEAST INDIANA REGIONAL PARTNERSHIP

About a year ago, I wrote an op-ed titled, *Everybody's An Ambassador* that appeared in *The Journal Gazette*. At the time, I was compelled to write the piece because of a simple interaction that left me with the belief that we, the residents of northeast Indiana, can do better.

In the scheme of things, the interaction was typical of a casual business dinner at a local restaurant. When my guests informed the server they were visiting from Denver, she said, "Denver's such a great city. What are you doing here?"

I want to challenge the tone and intent of this question. For those of us who choose to make northeast Indiana our home we should be asking, why *wouldn't* someone want to come here?

This requires a shift in perspective. We have to push past our collective belief that we should always be Hoosier humble, which, honestly, I love, in many ways. It is our humbleness that allows us to work together to advance the greater good without worrying about titles, status or other formalities. But, there are times when we must not let our humility hold us back or create situations that will eventually be difficult to overcome.

I also know, for many, there is a belief that in order to eliminate discomfort we feel it is better to put ourselves down before someone else has the opportunity; thus, we are quick to make jokes or be sarcastic about our chosen place of residence. I call this the make-fun-of-yourself-first approach.

For many of us who grew up here, it is very hard to separate our past experiences, memories and perceptions from the reality of how much the region has transformed in a relatively short period of time.

After writing the op-ed, I was inundated with appreciation for pointing out the importance of thinking about and changing how we talk about our community. Many

acknowledged agreement with my perspective, and a few even noted that I presented a point-of-view they had not previously considered.

Others acknowledged they are guilty of Hoosier humility getting the best of them; and some said those who have recently relocated to northeast Indiana are often the ones who are the most likely to share positive things about our community. These newcomers, or "transplants," want others to know they are proud of their choice to make a life in northeast Indiana.

"Our transplants sing our praises more than our residents perhaps because their perspective is different. They've been elsewhere and can appreciate the gifts we have here," said Leslie Ferguson, broker and partner with Regan + Ferguson Group, in a social media post.

In order to support our strongly-held belief that northeast Indiana is a wonderful place to live and work, the Northeast Indiana Regional Partnership developed the *Make It Your Own* brand. The brand provides the framework from which we are able to share stories about the region's businesses and residents who are doing incredible things. These meaningful and authentic stories offer the ability to not only tell, but also show others the great opportunities, high-quality of living and the incredibly engaged communities that make up northeast Indiana.

It is more important than ever that we use our voices to share these stories. Northeast Indiana is experiencing record low unemployment rates and a workforce shortage. We must entice skilled people to move to our region in order to ensure we have the smart, talented and motivated individuals required to continue the successful trajectory the region has created. There is no doubt that regional pride plays an important role in not only

attracting, but also keeping key talent in northeast Indiana.


The 2017 report *Talent Wars* produced by the economic development and travel marketing firm Development Counsellors International explored factors that people look for in a job and a community, and what would motivate them to move to a new city or region. According to the report, many people form opinions about a community through digital and face-to-face interactions with the community's residents.

Thus, it is not only the responsibility of our economic development agencies and visitor and tourism bureaus to share good news, promote the great opportunities and tell positive stories about living in northeast Indiana's 11 counties; but it is also the region's residents who share this responsibility. We each can have an immediate and direct impact on the perception of our region.

Of course, every community faces challenges. It is not the absence of challenges that defines a great city or region; it is the willingness of great people to stand up, to make hard decisions and to work collaboratively to make a city the best it can be.

There is no doubt northeast Indiana understands if we face our challenges and work together to find the solutions, we will continue to make the region an incredible place for all of its residents, visitors and businesses.

We choose to live here. We should have tremendous pride for the place we call home. We need to be northeast Indiana's ambassadors; we must be our strongest advocates, not our toughest critics.

We need to speak up and invite others to join our community... as they too can make northeast Indiana their own. 

FASHION 260

T-SHIRT + TALENTED MERCHANTS = LOCAL STYLE x 10



POLISHED TO A T: The women's clothier **Jophiel** creates a sophisticated look with a more structured tweed jacket, tailored twill pants, a pair of nubuck suede tie boots and for a pop of color, a red camera bag. 6410 W. Jefferson Boulevard, 260.436.8338, jophiel.com



TOO PERSONAL: A point-of-view is easy to find with the curated fashions at **The Find**. Make the T-shirt your own, add sleek faux leather leggings, a fashionable functional tote and don your favorite shoes. 133 W. Wayne Street, 260.203.3498, thefindfw.com



T-OFF: **Christopher James Menswear** knows tucking in a shirt—any shirt—quickly cleans up a guy's style. Add a wool/silk sports coat, five-pocket cotton pants, leather belt and funky leather sneakers and a man goes chic without having to compromise on comfort. 6410 W. Jefferson Boulevard, 260.436.4788, cjmenswear.com



FABULOUSLY FIT: Post workout at its "sister" Pilates studio, **Idlehour** makes it easy to go from sweaty to street chic by swapping out the classic black workout leggings for moto faux leather leggings and adding an oversized coat-type cardigan and leather earrings. 526 W. Jefferson Boulevard, 260.420.1000, idlehourboutique.com



PERFECT: **Peony & Rose** gets the T-shirt ready for a casual night out with a cool shirt-like jacket, unfinished skinny jeans and very on-trend leopard boots. 6832 W. Jefferson Boulevard, 260.341.4862, peonyroseboutique.com



CHOICE REWARDS

260 DAY (February 6) is the day when members of the communities covered by the (260) area code can boast about the place they call home. These local 260 DAY-themed deals & specials are a way to celebrate our decision to live in northeast Indiana. **COME OUT. SHOW UP. JOIN THE PARTY.**

Note: All 260 DAY deals are only valid & available on 2.6.20, unless otherwise indicated. For complete listings deals and last minute updates visit 260DAY.com



Fort Wayne map glasses from Three Rivers Distilling Co.

THE GOODS

SUBSCRIBE and get a three-year subscription to **Fort Wayne magazine** for \$26. To order go to, fortwayne.com

GET a 13-week subscription to the **Sunday Journal Gazette** for \$26. To order call 260.461.8171

GET your hoodie on at **Hoppy Gnome**. Buy 2 hoodies for \$60. 203 E. Berry Street, 260.422.0070, hoppygnome.com **DD**

KNOW that 26% from the proceeds of all Ultimate Wash packages sold on 260 DAY at any **Mike's Carwash** Fort Wayne location will be donated to the YMCA's Youth Services Bureau. mikescarwash.com

BE part of the **Allen County Department of Environment Management's (ACDEM)** efforts to prevent single-use plastic waste and pollution in the county. The first 26 people who share a photo and response to the prompt, "How are you practicing zero waste in your everyday life?" will receive a free reusable bamboo utensil set with pouch. Note, the response must be submitted to info@acwastewatcher.org. acwastewatcher.org

BUY limited-edition Fort Wayne & 260-designed T-shirts from **Headwaters Lifestyle Co.** Additional 260 DAY deal—get a Fort Wayne stadium scarf and Fort Wayne Origins tee for \$26. headwaterslifestyleco.com

NEED car and truck bumper, fender, hood, mirrors, headlights, tail lights, rust repair? Take advantage of 26% off repair service, at **3 Rivers Paint and Panel**. (Note, this 260 DAY deal does not include OE licensed parts.) 108 E. Collins Road, 260.484.0505

LOOK at the art and with a minimum spend of \$60 get a free gift at **Orchard Gallery of Fine Arts & Fine Craft's Shop2Day**. (Note, each shopper is entitled to one Shop2Day gift with purchase.) 6312 Covington Road, 260.436.0927, theOrchardGallery.com

FIND your forever four-legged furry friend thanks to **Allen County SPCA's** special \$26 adoption, for dogs over 6 months of age. And if you give a \$260 donation, you will get a free T-shirt in honor of your support. Wear it proudly! 4914 S. Hanna Street, 260.744.0454, allencountyspca.org

DROP-IN and dance with a \$2.60 discount on a class at **Fort Wayne Dance Collective**. 437 E. Berry Street, 260.424.6574, FWDC.org

HELP women in need with the purchase of 2 Meye mini-messenger crossbody bags for \$60 at **Sari Bari**. Sari Bari supports former sex workers in India to learn a new trade. (Note, each 260 DAY purchase also serves as an entry into a raffle for a \$26 gift card to be used on a future purchase. 1008 N. Wells Street, 260.273.6010, saribar.com

PROTECT the Fort and get ready to support the new **Fort Wayne Football Club** with 26% off a team jersey. *Promo code: 260PROUD*, fortwaynafc.com/shop

BE 260 proud by purchasing specially designed 260-themed T-shirts and accessories by **First & Wilkerson** (Official Sponsor of 260 Day T-Shirts). All T-shirts are \$26. 260DAY.com **DD**

SHARE your good fortune for living in Fort Wayne and get a Fort Wayne map rocks glass free when you purchase \$26 or more bottled spirits at **Three Rivers Distilling Co.** 224 E. Wallace Street, 260.235.5170, 3rdistilling.com

GET cooking with 26% off **Fort Wayne magazine's** limited-edition **Fort Wayne Cooks**, featuring 50+ recipes from local chefs and restaurants. Cookbooks.fortwayne.com

PREPARE for work. **Island Scrubs** carries the workhorse uniform for healthcare workers. Get 26% off the entire store. 4722 Parnell Avenue, 260.482.9494

READ a good pre-loved book at **Tails Bookstore**. All hardback books are \$2.60. Proceeds benefit the DeKalb Humane Society. 106 W. 6th Street, Auburn

MAKE others envious with the cool water bottle or tote you purchased at the **Northeast Indiana Regional Partnership's Make It Your Own** swag store. And be even a bit more boastful with the fact that you received 26% off your purchase. makeityourownnei.aimsmarter.com

EATS

BE the most popular in your family when you come home with **B. Antonio's Pizza's** \$26 deal that gets you an extra-large specialty pizza, a large order of breadsticks and a 2-liter bottle of soda. (Note, this 260 DAY deal is valid for eat-in or take out.) 5417 Meijer Drive, 260.485.2400, bantorios.com

GET 2 dinners for \$60 (including appetizer, entrée & dessert) at **Conner's Kitchen + Bar**, 1150 S. Harrison Street, 260.467.1638, connersfortwayne.com **DD**

FOR \$26 get three meals from **Gainz Mealz Prep**, the busy person's answer to healthy, fresh fast food. *Promo code: 260DAY*, 260.222.8505, gainzmealz.com

DD Located in the 99-block Downtown Improvement District

TAKE a \$2.60 discount off orders from the **Baby Got Mac**, **One Love**, **Ziffles Zip In Go** food trucks or at **Ziffles Rib Bar**. Ziffles Rib Bar, 6340 E. State Boulevard, 260.417.7233, zifflesribbar.com; onelovefoodtruck.com, ziffleszipngo.com, babygotmacnchz.com

QUENCH your thirst all day with \$2.60 pints at all **Chapman's Brewing Company** taprooms. (Note, this 260 DAY deal is only good on Chapman's core beers.) 300 Industrial Drive, Angola; 118 W. Van Buren Street, Columbia City; 5735 Falls Drive, Fort Wayne; 435 Cherry Street, Huntington; 233 S. Miami Street, Wabash, chapmansbrewing.com

BE environmentally friendly with **Modoc's Market + Espresso Bar's** offer of 2 zero-footprint drinks for \$6. This means the drinks come with paper straws and are served in cups made of plant-based material. 205 S. Miami Street, Wabash, 260.569.1281, modocsmarket.com

GET 2 pints of **Trubble Brewing's** Numbskull Ale for \$6. Prefer a little nosh with your brew? Get 2 hummus and pita appetizers for \$6 when you purchase two beers at regular price. 2725 Broadway, 260.750.4990, trubblebrewing.com **DB**

BITE off a 26% discount on **Umi Fort Wayne's** owner's rolls including the BB, spicy shrimp topped with shrimp, avocado and wasabi lime sauce; the AG, garlic, spicy mayo shrimp tempura topped with tuna and a spicy citrus vinegar; and the DOC G, fried Kani Kama and cream cheese topped with Siracha, spicy mayo and eel sauce. 2912 Getz Road, 260.579.5572, umifortwayne.com

GET grounded with a small specialty latte, frappe or smoothie for \$2.60 at **Well Grounded Café**. 14517 Lima Road, 260.637.6622, wellgroundedcafe.com

ENJOY a pint of Teds beer for \$2.60 and/or get \$2.60 off any burger at **Teds Beerhall**. 12628 Coldwater Road, 888.260.0351, teds-market.com

CUT into **Liberty Diner's** 2 steak dinners for \$26. Each dinner includes an 8-ounce New York Strip Steak, soup or salad, two sides and choice of dessert. 2929 Goshen Road, 260.484.9666

GET your fill on what started it all for **Bravas**, the specialty hotdog. All Bravas' dogs are \$2.60 each (Note: This 260 DAY deal is not part of Bravas' regular promo of buy two hotdogs and get a \$1 off.) 3412 Fairfield Avenue, 260.745.7002, bravasfood.com

GET your fill—a free 60ml bottle of balsamic vinegar with a \$26 purchase at **The Olive Twist**. (Note, This 260 DAY deal does not include its balsamic glaze and limited-edition balsamic vinegars.) 6410 W. Jefferson Boulevard, 260.436.3866; 203 N. Main Street, Auburn, 260.333.0866, theolivetwist.com

ENJOY 2 surf-and-turf complete dinners for \$60 at **Club Soda**. Free live music is a bonus. 235 W. Superior Street, 260.704.4311, clubsodafortwayne.com **DB**

PICK up a regularly priced pizza or other menu item from **Pizza Hut** (except alcohol) and get 26% off. (Note, this 260 DAY deal is not valid with online orders.) 3820 E. State Boulevard, 5801 St. Joe Road,

6029 Stellhorn Road, 4911 S. Calhoun Street, 701 E. Coliseum Boulevard, 5735 Coventry Lane, 10302 Coldwater Road, 6809 Bluffton Road, 8311 Lima Road, 10080 Illinois Road and 1440 Hwy 30 E, New Haven. Pizzahutfw.com

BRING in 2 shelf-stable pantry items to **Caliente Cuban Cafe** and receive one sandwich for \$6. (Note, this 260 DAY deal is limited to one/person and does not include sides.) 120 W. Wayne Street, 260.471.0900, calientecuban.com **DB**

MAKE it wok with **Nawa's** \$26/person meal. The meal includes one appetizer, wok dish and dessert. (Note, the selected appetizer must be under \$10 and wok dishes do not include shrimp and seafood selections.) 126 W. Columbia Street, 260.399.7501, nawa.live **DB**

REFUEL with a \$2.60 drink at **Bob's Tiki Bar** located in **Empowered Sports Club**. 12124 Lima Road, empoweredsportsclub.com

FILL 2 plates with dinner at **Catablu Grille** for \$60. Meal includes a choice of appetizer, entrée and seasonal dessert. (Note, this 260 DAY deal is not valid with any other discount or promotion.) 6372 W. Jefferson Boulevard, 260.456.6563, thecatabluginn.com

GET 2 in 1 place combo deals from **2 Toms Brewing** and **Full Circle BBQ**. There are two deals to choose from: \$26 meal deal: half a slab of BBQ ribs and six smoked wings (with choice of sauce) and two 2 Toms beers; 26% off a regularly priced meal, includes 2 Toms beers and the Full Circle Gut Buster—half a slab of BBQ ribs, six smoked wings, half-pound of pulled pork, half-pound of crack chicken, double order of coleslaw and double order of mac & cheese. 3676 Wells Street, 260.414.0980, fullcirclebbq.com

BE the king of all deals with 10% off any order totaling \$26 or more from **Pizza King**. (Note, this 260 DAY deal is valid with dine-in and take out orders only. Alcohol is not included in total order amount. This deal may not be combined with any other specials or discounts and may not be used with gift card or merchandise purchases. Available at all Fort Wayne locations.) Pizzaking.com

TOAST your good fortune of being able to enjoy **Three Rivers Distilling Co.** \$26 will get you an appetizer (Bruschetta or spinach artichoke dip), cocktail (barrel-aged Cosmopolitan or Pink Viper) and dessert (bourbon salted caramel cheesecake or white chocolate third time bourbon bread pudding) deal. 224 E. Wallace Street, 260.235.5170, 3rdistilling.com

FILL your stomach with a 10-ounce filet mignon, one side and choice of salad at **Park Place On Main**. This stomach satisfier is available all day. 200 E Main Street, 260.420.8633, parkplaceonmain.com **DB**

SHARE a slice from one of the 2 18-inch one topping pizzas ordered for \$26 from **Big Apple Pizza**. 1130 N. Wells Street, 260.424.4012

GET the beef—ribeye steak, that is, with **Hideout 125's** 2 dinners for \$60. The meal includes appetizers, and desserts. 10350 Coldwater Road, 260.206.6192, hideout125.com

TAKE your better half and enjoy a four-course dinner (2 dinners for \$60) at **Charley Creek Inn**. The first course features a shared plate of Prince Edward Island mussels. The entrée selection is either a 12-ounce New York Strip Steak, an 8-ounce ruby red trout or duck a l'orange. And dessert is tiramisu. 111 W. Wabash Street, Wabash, 260.563.0111, charleycreekinn.com

FEEL full-filled by getting any dessert for \$2.60 with a purchase of a pasta or entrée at **Biaggi's Ristorante Italiano**. (Note, this 260 DAY deal is limited one/person and is not valid with online orders.) Promo code: 725-845-709, 4010 W. Jefferson Boulevard, 309.445.6620, biaggis.com

MEET up with friends at the legendary **Harry's Old Kettle Pub & Grill** and order domestic draft beers for \$2.60. 1622 Stitt Street, Wabash, 260.563.7317, harrysoldkettle.com

GRAB a \$2.60 glass (or two) of butterbeer, warm apple cider or hot chocolate at **Sweets So Geek**. 6722 E. State Boulevard, 260.312.5758, sweetssogeek.com

WIND down with a nice bottle of vino at **White Oak Wine Café**. Celebrate the end of 260 DAY with the café's selection of boutique wines from its somm's selected 750ml bottles of wine for \$26. 106 W. 6th Street, Auburn, 260.333.7899, whiteoakwine.com

TREAT yourself to tacos and a shameless-plug-for-itself T-shirt at **Solbird Kitchen + Tap** with its 26% off deal on tacos and T-shirts. 1824 W. Dupont Road, 260.438.3183, solbirdkitchenfoods.com

FILL your beer and crows with 26% off at **2Toms Brewing Co.** 3676 N. Wells Street, 260.402.7644, 2tomsbrewing.com

BUILD a cocktail experience around **HT2 Cocktail Lounge's** 260-themed offering. Enjoy an order of its soft-baked cheese pretzels for \$2 + get a specialty cocktail for \$6 + a \$0 (aka free) HT2 Koozie. 10212 Chestnut Plaza Drive, 260.224.0290, ht2fw.com

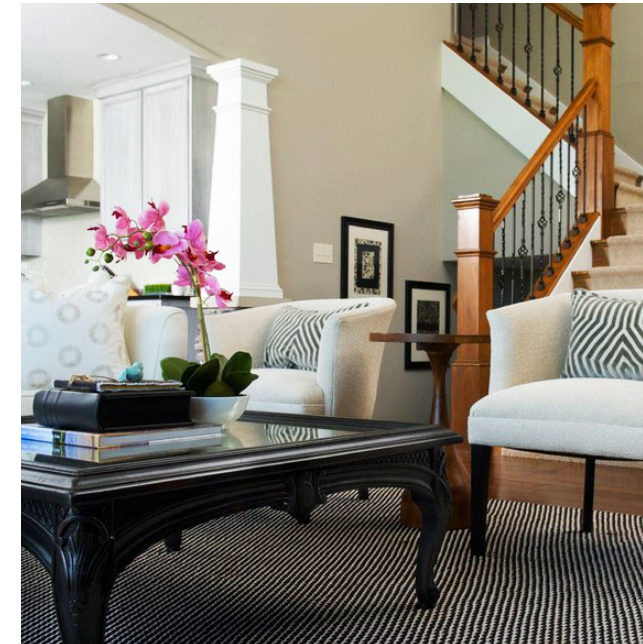
TAKE your fish fry up a notch with a \$2.60 domestic bottle of beer at **Big Eyed Fish**, 1502 N. Wells Street, 260.420.FISH, originalbigeyefish.com

GET a royal reception if you show up with the splendors of Wabash's **Pizza King's** deals where you can get an order of breadsticks for \$2.60; 2 specialty pizzas for \$26; or an 8-inch lunch special one topping personal pizza for \$2.60 (Note, these 260 DAY deals are only available at this Pizza King location.) 300 W. Canal Street, Wabash, 260.563.7417

SATISFY your sweet tooth with a \$2.60 dessert at **The Club Room at the Clyde**. 1806 Bluffton Road, 260.407.8530, clydeclubroom.com

TAKE **Tolon** up on its deals and order a \$2.60 raspberry gimlet cocktail; or go for one scoop of its house-made ice cream for \$2.60. Add a little swagger to the tail of Fort Wayne's four-legged friends by adding a \$26 donation to your meal's bill and get a special thank you gift—a gift card to use on a future visit to this farm-to-fork restaurant. 614 Harrison Street, 260.399.5128, tolonrestaurant.com **DB**

DB Located in the 99-block Downtown Improvement District



'S WONDERFUL INTERIORS

Interior Designer/Owner **Terence Bartholomew** helps make your home wonderful with his curated selection of new and vintage furnishings. He offers complete design and custom services. **260 DAY DEAL:** Enjoy 26% off the entire store including fabric, wall paper and furniture purchases. (Note: This 260 DAY deal is valid through 2.29.20.) 4110 W. Jefferson Boulevard, 260.426.1986, swonderfulinteriors.com



SUMMIT PLASTIC SURGERY

Summit Plastic Surgery has effective treatments to keep your skin beautiful. **260 DAY DEAL:** All new skin care clients can get a \$26 in-depth consultation followed by a free microdermabrasion facial and professional skin analysis. 7920 W. Jefferson Boulevard, 260.490.7111, summitps.com



3R TECH STRATEGY

User experience specialist **Jay Johns'** tech strategy firm offers its expertise to non-tech business owners. 3r's goal is to guide its clients through the complicated process of custom tech creation. **260 DAY DEAL:** 26% off Personal Chief Technical Office package—a savings of \$1,157. (Note, this discount is only available in conjunction with 260 DAY.) 3201 Stellhorn Road, 602.931.5863, 3rtechstrategy.com



GREATER FORT WAYNE INC

Greater Fort Wayne is the county's chamber of commerce. **260 DAY DEAL:** New members will receive a 26% discount on their first-year dues, if they join during February 2020. (Note, this 260 DAY deal is available through 2.29.20.) 200 E. Main Street, 260.420.6945, greaterfortwayneinc.com

ADD a drink to your pizza at **Peppi's Bar & Grill** with its \$2.60 drinks made with bar's well liquors. 14433 Lima Road, 260.338.2502, peppisbarandgrill.com

TAKE a colleague to **NOLA On 13** for lunch and get 2 overstuffed shrimp po'boys for \$26. (Note, this 260 DAY deal is only available, 11 am – 2 pm). 101 E. Washington Boulevard, 13th Floor, 260.422.9734, nolaon13.com

ART

GET a 26% discount off **Phresh Laundry's** giclee prints and canvas art. Promo code: 260CLEAN, phreshlaundry.com

GET 2 of **Alexandra Hall's** fun paper prints for \$60. Promo code: 260DAY, alexandrahallart.com/shop

DECORATE your walls from the selection of artwork at **Atrium Artist Loft**—especially with 26% off all artwork \$600 or more; artwork costing \$260 and more gets 20% off; and artwork priced \$26 and more gets 10% off. 106 W. 6th Street, 260.417.6635

CELEBRATE local and regional artists with a 26% discount off purchases at **Fort Wayne Museum of Art's Paradigm Gallery**. (Note, the 260 DAY deal

may not be combined with museum membership discounts.) 311 E. Main Street, 260.422.6467, fwmoa.org **DD**

BE creative with specially priced brushes, artist made bookmarks and notecards by Nina all priced at \$2.60 **Expressions Gallery in The Auburn Atrium Marketplace**. And get a little more art by attending the free demo at 2:60 (3 pm). 106 W. 6th Street, Auburn, 260.927.1326

FEEL GOOD

ANY studio first timers may take a free yoga class on 260 DAY at **Baptiste Power Yoga Fort Wayne**, 1301 Lafayette Street, 260.429.6424, baptisteyoga.com

GET 26% off all boutique and hair products at **Salon Renew**. (Note, this 260 DAY deal does not include salon services.) 14033 Illinois Road, 260.433.8047, salonrenewfw.com

GET \$260 off your first month at **OPEX-Fort Wayne**, a complete personalized fitness and nutrition facility, 5825 Covington Road, 260.414.5139, opexfortwayne.com

FEEL the burn with a special 2-week trial membership (for new members only) for \$26 at **Fort Wayne SW Fit**

Body Boot Camp. (Note, this 260 DAY deal is not valid with any other offer.) 4916 Illinois Road, 260.220.0722, fortwaynebbc.com, 260.220.0722

PAMPER yourself with 26% off a 55-minute Swedish massage at **Elements Massage**. (Note, this 260 DAY deal is only valid on full-priced services. Massage deal must be used by 2.7.20.) 10020 Lima Road, 260.739.3823, elementsmassage.com/fortwayne **DD**

CRACK what ails you with a new patient only \$26 consultation at **The Chiropractic Rehab and Wellness Center**. (Note, new patients must mention the 260 DAY deal when scheduling, all appointments must be scheduled on 260 DAY to be eligible.) 10528 Coldwater Road, 260.338.1700, fortwaynechiro.com

GET \$260 off a 5-pack of Cryoskin, a non-invasive treatment for permanent fat loss at **Isla Soleil Beauty**. 5825 Covington Road, 260.414.5139, theworxout.com

TRY a whole-body cryotherapy session, at **CryoVida Cryotherapy and Sports Recovery** for \$26. 5825 Covington Road, 260.213.7928, thecryovida.com

GET 26% off a physical therapy package focusing on performance and reconditioning with a TPI-Level 3 golf physical therapy specialist at the **worXout**. 5825 Covington Road, 260.414.5139, theworxout.com

GET in shape with a monthly membership for \$26/month at the 24-hour access gym **Sud'n Impact Gym**, 2429 W. Main Street, 260.602.7039, sudnimpact.com

GO to class with a package of 15 Pilates sessions for \$260 at **Pure Movement PilatesStudio**, 526 W. Jefferson Boulevard, 260.420.1000, puremovementstudio.com **DD**

EXPERIENCE a complete head-to-toe pampering session at **The Downtown Wellness Spa** with its special \$260 spa day package. 122 W. Wayne Street, 260.399.5874, thedowntownspa.com **DD**

EXPERIENCE

GAIN admission to the **Fort Wayne Museum of Art**, 10 am – 5 pm, for \$2.60. Spend the afternoon strolling the museum's galleries. 311 E. Main Street, 260.422.6467, fwmoa.org **DD**

GET \$2.60 off each general admission ticket purchased online for **Science Central**, 1950 N. Clinton Street, 260.424.2400, sciencecentral.org **DD**

SELECT from a list of over 100 games and get an hour of virtual reality play time for \$26 at **Spectrum Virtual Realty Arcade**. (Note, this 260 DAY deal is available at both of its locations.) 6242 W. Jefferson Boulevard, 260.220.4552 and 4714 Parnell Avenue, 260.755.6151, spectrumvrarcade.com

BE a pinball wizard at **Fort Wayne Pinball Wizard's World Arcade** where \$26 will get you two rolls of quarters and a T-shirt. 14613 Lima Road, 260.760.6314, fortwaynepinball.com

DD Located in the 99-block Downtown Improvement District



HILTON HOTEL + FEATURES RESTAURANT & BAR

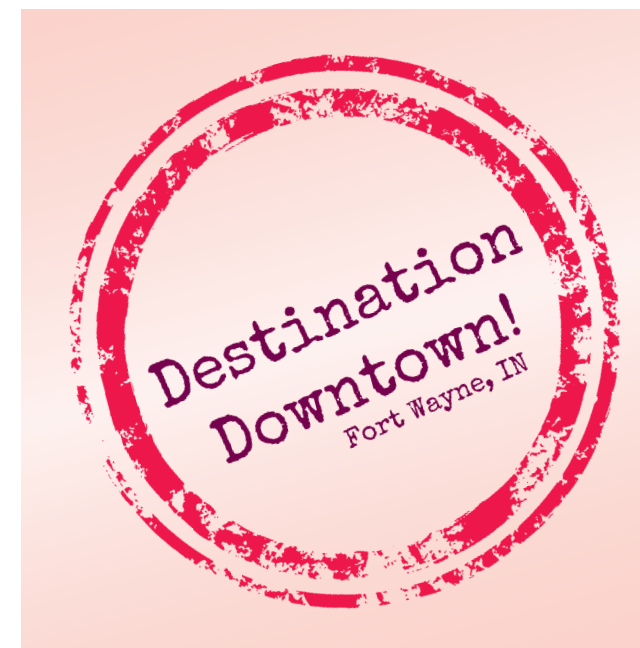
Be close to all the action when staying at the downtown **Hilton Hotel**. Its restaurant and bar **Features** is celebrating its new menu. **260 DAY DEAL:** On 2.6.20, 11 am – 3 pm, enjoy a lunch salad, sandwich wrap or burger for \$2.60. Note, this offer may not be combined with any other offer or discount. 1020 S. Calhoun Street, 260.420.1100, Hilton.com



RED MANGO YOGURT CAFÉ & JUICE BAR

Although it is known for its all-natural frozen yogurt, **Red Mango** has expanded to become a healthy lifestyle café by adding smoothies, juices, flatbread sandwiches and acai bowls to the menu. **260 DAY DEAL:** Take advantage of Red Mango's great frozen-yogurt flavors and extensive sweet & savory toppings bar by getting 2 cups for \$6. 4120 W. Jefferson Boulevard, 260.739.3384, redmangousa.com

Alexandra Hall's print of Wally.



DOWNTOWN IMPROVEMENT DISTRICT

Enter the "260 PROUD: SHARE YOUR FAVORITES" contest. Tag @downtownfortwayne on Instagram with a photo about your favorite DTFW place to shop and/or dine. **260 DAY DEAL:** Two entries will be randomly selected to each win \$60 gift cards to use DTFW. 904 S. Calhoun Street. 260.420.3266, downtownfortwayne.com



JOHN MCGAULEY

VISIT FORT WAYNE

Residents of Fort Wayne are welcome to stop by **Visit Fort Wayne's Visitors Center**. The storefront has great Fort Wayne items for sale. **260 DAY DEAL:** Fill-up on 260 swag & get 26% off your total purchase. The first 26 visitors on 260 DAY will receive a free tank top. 927 S. Harrison Street, 260.424.3700, visitfortwayne.com



NEAL BRUNS

Sign up for the City of Fort Wayne's Neighborhood Newsletter and you'll be in the know about the 260.

ENJOY a 260 DAY activity as part of **Little River Wetlands Project's** monthly volun-beering event. Help stratify 260 seeds for germination. 6-8 pm, *Hop River Brewing*, 1515 N. Harrison Street, lwp.org

GET to know the more than 260 neighborhoods that make up Fort Wayne's by signing up for the **City of Fort Wayne's Neighborhood Newsletter** new newsletter subscribers will be entered to win a lunch with Mayor Tom Henry. fortwayneneighborhoods.org/newsletter

SEE what you and your friends can accomplish when it comes to furniture restoration and redos in a workshop at **The Poppy Cottage By Pey & Pen**. You bring the piece and for \$26/person (for groups of four or more) you will get professional guidance to take your DIY project up a notch. 8414 Coldwater Road, 260.797.5115, thepoppycottage.com

CUSTOM craft your own wood décor home projects under the guidance of professionals at **Custom Crafts**. Create 2 round signs for \$60. 14 W. Canal Street, Wabash, 260.377.9497, customcraftsllc.com

GET the inside scoop at the open house with free tours of **Crossroads Kombucha** anytime between 2:60 (3 pm) and 5 pm. See where the scobi lives and how kombucha tea is made. Post-tour purchase bottles of any flavor of Crossroads Kombucha for \$2.60 each. 810 Donnell Avenue, 260.341.5927, crossroadskombucha.com

GO out and enjoy \$2.60 domestic beers at **After Dark Nightclub**. 112 E. Masterson Avenue, 260.456.6235

EXPLORE downtown Fort Wayne with a special \$26 tour in **Downtown Pedicab**. You will be pedaled through the up-and-coming West Central area and the Columbia Street Alley Art Ride. (Note, to take advantage of this 260 DAY deal, on 2.6.20 text 260.409.9554 to let David Kulp, the owner of Downtown Pedicab to reserve the right to use this deal in the future. Then when you are ready to ride send a message via its Facebook page and mention the 260 Day offer.) 260.409.9554

CHANGE up your oil with \$26 off at **Jiffy Lube** available at Jiffy Lube's northeast Indiana locations: 640 N. Wayne Street, Angola; 317 W. North Street, Kendallville; 660 N. Grandstaff Drive, Auburn; 10324 Maysville Road; 4334 Coldwater Road; 5312 South Bend Drive, jiffylubeindiana.com

UNLEASH your creativity at the art studio **Make It Your Own**. With classes for both children and adults, the entire family is eligible for a \$2.60 studio fee and 26% off any item in the studio. 24 W. Canal Street, Wabash, 260.599.1551, 260.569.1551, makeityourownartstudio.com

ENJOY a little respite with free coffee and donuts for 260 minutes at the **Beacon Credit Union**. From 8:30 am – 1:03 pm, the credit union will welcome visitors to all three of its Dekalb County branches. At its downtown Auburn location is a chance to win a Valentine's Day gift basket. 136 W. 7th Street, Auburn; 715 N. Grandstaff Drive, Auburn; 1114 S. Randolph Street, Garrett, 260.925.0800, beaconcu.org

BE refreshed at **Wabash's Downtown Nutrition** and its offering of healthy shakes and energizing teas. Maybe even try a new shake combo since you are getting \$2.60 off. 70 W. Market Street, Wabash, 260.330.3229, downtownnutritionwabash.com

SHOP

GET 26% off an item at the **Good Shepherd Books & Gifts**, 915 S. Clinton Street, 260.399.1442, goodshepherdbookstore.org

GET 26% off an item, excluding canoes and kayaks, at **Earth Adventures**, 1804 W. Main Street, 260.424.1420, earthadventures.com

SPLURGE, for every \$260 spent on furniture, get \$26 in Van's bucks at **Van's Home Center**, 106 Peckhart Court, Auburn, 260.927.8267, vanshomecenter.com

GET 26% off **Love, Katiedid Forever Flora** centerpieces made with sola wood flowers, a new trend when it comes to wedding bouquets—flowers made of wood. 14601 Lima Road, 260.403.3825, katiedidflora.com

TAKE 26% off total purchases over \$260 at **The Wood Shack Architectural Antiques**, a warehouse space chock full of objects salvaged from vintage homes throughout the area. (Note, this 260 DAY deal does not include consignment items.) 1514 St. Joseph Boulevard, 260.424.2093

SPRUCE up your home with a few items from **Heavenly Creations**, the home and gift store which specializes in new and vintage home décor. 26% off total purchase makes it easier to give items a new home at your house. 210 N. Jackson Street, Auburn, 260.333.7722

SPEND a little cash locally at **The Local A Clothing Boutique** with 26% off the entire store. (Note, this 260 DAY deal does not include products by Hyde + Alchemy). 14411 Lima Road, 260.316.6419, shopthelocalboutique.com

DRESS your feet in a new pair at **Chesser's Women's & Men's Shoes**. In honor of its new location, it is offering 26% off your total shoe purchase. 6015 N. Clinton Street, 260.482.2783

SUPPORT all things local with a visit to **Smiley's Joy** where you'll find a special 260 PROUD T-shirt for \$26 and locally made candle melts for \$2.60 each. 503 W. Wayne Street, 260.438.8867

INDULGE your inner-foodie with a visit to the new home of **Fearless Cook** where a purchase of \$260 or more will get you 10% off. (Note, this 260 DAY deal does not include electrics and paintings.) 6410 W. Jefferson Boulevard, fearlesscookculinary.com

GIVE your floors a little fashion of their own with a new area rug from **Aaron's Oriental Rug Gallery**. Find a nice selection of area rugs for under \$260. 1217 Broadway, 260.422.5184

MIX up your closet with a selection of \$26 tops which when purchased will also entitle you to a free accessory of your choice at **Peony & Rose Boutique**. Also will find a selection of \$2.60 accessories; if you spend \$75, you will receive a \$26 gift card to use towards a future purchase. 6382 W. Jefferson Boulevard, 260.341.4862, peonyroseboutique.com

VISIT From This Day Forward & A Wedding and Events Ministry to celebrate its boutique's new hours 2-6 pm on Tuesdays & Thursdays. The boutique features new and gently used items. Purchase a Valentine's Day gift grab bag for \$2.60. 14625 Lima Road, 260.415.0839, fromthisdayforwardministry.org

ENHANCE your style with some jewelry or go more permanent with a piercing. Either way get 26% off at **Filament Tattoo**. 36 E. Canal Street, Wabash, 260.274.0999, filamenttatooco.com

WRITE it down on pretty paper or in a fun card. Send a clever note and a nice gift item from **The Monogram Shoppe** with 26% off one item. 6410 W. Jefferson Boulevard, 260.436.3138, monogramshoppe.com

STOP and smell the flowers at **Fields of Grace Floral Boutique** and spend \$26 on non-vendor items and get 10% off. (Note, this 260 DAY Deal is not valid on vendor items, gift cards or future custom floral orders.) 224 W. Market Street, Bluffton, 260.824.3837, fieldsofgracefloralboutiques.com

UPDATE your closet with a few items from others' closets at the consignment shop **Forget Me Not Boutique** with 26% off everything. 310 S. Main Street, Auburn, 260.705.7975

WEAR your food, don't eat it with **Mad Anthony Brewing's** \$26 merch bundle featuring an Olde Fort Blonde Lager T-shirt and Fort Wayne flag cap. 114 N. Main Street, Auburn, 260.927.0500; 2002 Broadway, 260.426.2537; 4080 N 300 W, 260.833.2537, madbrew.com


PLAY at **Tiny Threads Children's Boutique** with 26% off all purchases over \$26. 47 W. Market Street, Wabash, 260.274.0149

BAG a special 26% discount off all **Vera Bradley** handbags. (Note, this special 260 DAY promo will only be available online or at the Jefferson Pointe location). 4120 W. Jefferson Boulevard, 260.434.1900, verabradley.com

FIND the perfect little black dress date night at the **Couture Cottage Boutique**. This process is made easier with 26% off your entire purchase. (Note, this 260 DAY deal does not include jewelry and cannot be combined with any other offer.) 4210 W. Jefferson Boulevard, 260.246.1319, shopcouturecottage.com

BRING a little freshening up to your home with a visit to **Huntertown Antiques & Home Décor** and get 26% off any one item. (Note, this 260 DAY deal is limited to one item/person and does not include Dixie Belle Chalk Mineral Paint and Crossroads Original Designs Candles.) 14547 Lima Road, 260.445.4964

WEAR your pride for \$26 when you select Fort Wayne- and Indiana-themed apparel from a special collection at **First & Wilkerson Designs**. (Note, all items with a special price of \$26 will be clearly marked and displayed at the store.) 127 W. Wayne Street, 260.387.6531, firstwilkerson.com 

GET 26% off the entire store at **Modern Mill Home**, the furniture and design showroom. 3518 Broadway, 260.440.2880, modernmillhome.com 

CELEBRATE the style of independent boutique owners with the offerings at **Wooden Ivy Boutique and Floral**. Feel free to bring home a little of these curated finds when you get 26% off your total purchase. (Note, this 260 DAY deal may not be used on furniture or jewelry.) 36 W. Canal Street, Wabash, 260.274.0666, woodenivyboutiqueandfloral.com

FIND your trendier side with an item from the women's shop **Yelle's Boutique**. And with 26% off all purchases over \$26 it is even easier to add to your style. 57 W. Canal Street, Wabash, yellesboutique.com

SHOW your love with 2 handmade Valentine's Day cards for \$6 from **Eclectic Shoppe**. Make it easy

 Located in the 99-block Downtown Improvement District

CHOICE REWARDS

to also pick up a little token of your affection with 26% off all purchases over \$26. 42 W. Canal Street, 260.274.4147, [eclecticshoppe.com](#)

CELEBRATE your support for taking care of the environment with your purchases at **Nature's Mercantile**. Feel even better about your buying all-natural with 26% off all the boutique's selection of accessories, housewares and gift items. (Note, this 260 DAY deal does not include certain brands.) 309 S. Main Street, Auburn, 260.582.9802

MAKE a fashion statement with 26% off one regularly priced item at **Christopher James Menswear**. (Note, this 260 DAY deal is not valid with tuxedo or custom-made clothing orders.) 6410 W. Jefferson Boulevard, 260.436.4788, [cjmenswear.com](#)

STOCK up on great housewarming and thank-you gifts at **Outer Grace Boutique** with its 260 graphic sweatshirts for \$26; 2 for \$26 Indiana candles; 26% off Indiana wine glasses and tumblers. And then if you spend \$260 or more take another 26% off. 511 W. Wayne Street, 260.740.1247, [outergraceboutique.com](#)

PLACE an online order with **Shindigz**, the source for all things party and receive a free 260 ceramic coaster, [shindigz.com](#)

BUY any 2 items at **Idlehour** and get 60% off the less expensive item. 526 W. Jefferson Boulevard, 260.420.1000, [idlehourboutique.com](#) **DD**

FIND some great ways to update your wardrobe at **The Find**, a sophisticated lifestyle general store. 26% off (except for Spanx and Ambre) 133 W. Wayne Street, 260.203.3498, [thefindfw.com](#) **DD**

TAKE 26% off online purchase at **Dashing and Dapper Adornments** which is known for its leaf-styled earrings in all different materials. [Dashinganddapperadornments.com](#)

MAKE everything a little sweeter when **Sugar Love Boutique's** entire store is 26% off. 538 E. Dupont Road, 260.267.9601, [sugarloveboutique.com](#)

MAKE a purchase of \$260 or more at **B&B Loan Company's** and get a 20% discount. (Note, this 260 DAY deal may not be applied towards new and/or existing layaways.) 612 S. Calhoun Street, 260.424.4934, [bandbloancompany.com](#) **DD**

SAVE \$26 on any instore merchandise with a value of \$26 or more at **Bradley Gough Diamonds**. (Note, this 260 DAY deal may not be combined with any additional offer and/or promotion), 4321 W. Jefferson Boulevard, 260.436.9300, [bradleygoughdiamonds.com](#)

ADD a cool piece to your home with a 26% discount off on a single item at **House to Home**. (Note, each shopper is only eligible for one 26% discount.) 1501 E. Berry Street, 260.267.0620, [housetohomefw.com](#)

FEEL good about your purchases by making a difference and getting 26% off everything at **Blue Jacket Clothing Co.** thrift store. (Note, this 260 DAY deal does not include Second Chance art work.) 5511 Coldwater Road; 2826 S. Calhoun Street, 260.744.1900, [bluejacketinc.org](#)

DD Located in the 99-block Downtown Improvement District

GET NOW, USE LATER

GET \$2.60 off each dozen cupcakes ordered at **Courtney's Bakery**. (Note, it is possible to take advantage of the special 260 DAY pricing on future cupcake orders; but orders and deposits must be placed on 2.6.20.) 7773 Coldwater Road, 260.338.2688, [courtneysbakery.com](#)

PAY \$260 for the month of June at **Game Day Sports Camp's (GDS)**, a summer camp for grades K-8, so take advantage of this deal, registration and payment must be made on 2.6.20. 1701 Freeman Street, 260.225.3440, [gdscamp.com](#)

PURCHASE 2 tickets for \$26 to **Heartland Sings'** June 14th show *Broadway and Beyond* with Broadway legend J. Mark McVey. To get discount order tickets at [HeartlandSings.org/tickets](#)

GRAB a friend and go to. **A Rest That Works** is a three-hour retreat that equips people to explore the proper pace for life and work that is life-giving, transformative and sustainable. Sign up on 260 DAY for an upcoming retreat February 20, April 15, April 26, October 6 or November 12 for only \$26. To learn more and register, [RunHardRestWell.com](#)

PLAN for your upcoming party with special party rentals from **Auburn Taylor Rental Party Plus**. Get 2 concession rental reservations for \$60 and for any reservation over \$260, get 10% off. (Note, this 260 DAY deal requires reservations be made on 2.6.20. Reservation deposits are non-refundable.) 2224 State Road 8 W, Auburn, 260.925.3000, [taylorrentalusa.com](#)

USE 260 DAY to purchase adult tickets to two **Fort Wayne Civic Theatre's** upcoming productions for \$26/ticket. Reserve your seats for the musical *Matilda* (February 15 – March 1) and *Noises Off* (May 1 -10). (Note, this 260 DAY deal does not allow for adjustments to prior sales.) *Promo code: 260FWC online or call the box office between Noon – 6 pm to buy tickets.* 303 E. Main Street, 260.424.5220, [fwcivic.org](#) **DD**

RESERVE a room at the **Dilgard Event Center** for \$260 for an upcoming event. (Note, the room must be booked on 260 DAY to receive the special price but may be reserved for a future date. A 50% non-refundable deposit is required.) 106 W. 6th Street, Auburn, 260.927.1326

GET 26% off purchases of gift cards at **Bijoux Boutique & Beads**, 6248 W. Jefferson Boulevard, 260.467.9332

RESERVE a free 26-minute facial with Aveda's customized skincare at the **Aveda Experience Center**. Must call on 260 DAY (2.6.20) to schedule an appointment, but the spa is accepting appointments through the end of March. 4206 W. Jefferson Boulevard, 260.432.4646

FIND solutions for your design and photography needs with the services provided **Rough Draft Co.** All first-time clients services can secure a 26% discount off their first design and/or photography project. (Note, this 260 DAY discount is offered through 3.31.20). [roughdraftco.com](#)

PLAN for pampering with 26% off all gift cards purchased online from **Auburn Massage Center**.

Promo code: 260DAY, 115 W. 5th Street, Auburn, [amchealinghands.com](#)

PURCHASE your ticket for **2020 Fort Wayne SOUP** (February 20) and it will only cost \$2.60. Fort Wayne SOUP is a micro-grant dinner that raises funds for creative projects that enhance the community. Go to the group's Facebook page, [facebook.com/fortwaynesoup](#), and reserve your discounted ticket(s). [fortwaynesoup.com](#)

RELAX by filling your calendar with massages by purchasing gift cards online for \$26 at **Fort Wayne Massage Centre**. *Promo code: 260DAY, 3182 Mallard Cove Lane, 260.432.5150, [fortwaynesbestmassage.com](#)*

PAY \$260 to send 2 students to the **Junior Achievement Young Entrepreneur Summer Camp**. The camp is held June 22 – 26, 2020. The JA summer camp is open to students entering grades 6-8. (Note, this 260 DAY is valid through the end of February.) *Promo code: JA260, 550 E. Wallen Road, 260.484.2543, [ja.org](#)*

BOOK **Ziffles' Zip N Go** food truck or **Ziffles Rib Bar** catering for your upcoming event and get \$260 off your total catering costs. 6340 E. State Boulevard, 260.493.1222, [zifflesribbar.com](#)

GO on a 2-1/2 hour tractor tour for \$26/rider at **Hops Harvester Fort Wayne**. (Note, all tickets must be purchased on 260 DAY but may be used until 12.31.20) 3244 Landin Meadows Run, New Haven, 260.245.2250, [hopsharvesterfortwayne.com](#)

FREEBIES

TAKE a 260-minute tech break

SPEND 26 minutes in nature

TAKE an extra 260 fitness steps

GO for a 2.6 mile walk/run

MAKE a list of 26 things you are going to do in northeast Indiana in the next 60 days

POST 26 photos that make Fort Wayne look great

SAY hello to 26 people you pass on the street

ENJOY 26 minutes of day dreaming

PLAN your schedule for 26 minutes of exercise for the next 26 days

SHARE an Instagram post about why Fort Wayne is a great place with 26 of your non-resident friends

DO 260 push-ups and/or sit-ups

GIVE 26 likes to posts about 260 DAY

HOLD a plank for 260 seconds

BE quiet and don't say anything negative about Fort Wayne for the next 260 days

SPEND 26 minutes doing something new **fm**



SAVOR Ruth's Chris Steak House's specialty cocktail, the Wildberry Lemonade made with raspberry vodka, house-made sour mix, fresh lemon juice, blueberries and sliced strawberries for \$2.60. 224 W. Wayne Street, 260.444.5898, [ruthschris.com](#) **DD**