

Tinsel AND TIDINGS

NEWSLETTER VOLUME 1 MARCH 8, 2020 CHEROKEE, IOWA
DECEMBER 3-6, 2020 tinselandtidings.com

We Bring You Good Tidings!

The word Tidings means “news” and the news we have from the 2019 Tinsel & Tidings event is very good, indeed!

During the 2nd Annual Tinsel & Tidings, while everyone was enjoying the events around town, we were also raising **\$4131.50 TOGETHER** for Cherokee Arts and Non-profits! This brings the combined total from year one, to just under \$6900.00! That's nearly \$7000 that these Cherokee organizations would not have otherwise had in the month of December!

-  CAASA
-  Cherokee Community Theater
-  Cherokee Symphony
-  Sanford Museum's Movie Fund
-  WHS Music Boosters
-  WHS Drama
-  WHS Cross Country Team
-  'Kee Live
-  The Pride Group
-  Cherokee Trails
-  Depot Restoration
-  Cherokee County Fund
-  CMS Art Supplies
-  Cherokee Supply Closet

Moving forward, we are excited to announce that the 3rd Annual Tinsel & Tidings event is planned for December 3-6, 2020!

Thank you to our sponsors, volunteers, committee members and to YOU for your generous LOCAL support!

DID YOU KNOW?

TINSEL & TIDINGS IS AN ALL-VOLUNTEER EFFORT WITH MORE THAN 20 UNPAID, COMMUNITY-MINDED VOLUNTEERS WORKING 12 MONTHS OF THE YEAR TO PRODUCE A FUN AND FABULOUS, SUPPORT-LOCAL CHRISTMAS FESTIVAL IN CHEROKEE, IOWA!

Save the Dates!

Tinsel & Tidings 2020 will be held in Cherokee, **December 3-6th**! Get the dates on your calendar now! Invite your friends and family and reserve your accommodations! Too soon? You might be surprised at how many lodgings are already booked for the weekend! Don't delay!

How Can You Help?

ATTEND & PARTICIPATE Attend an event or better yet, attend several! Enter a contest! C'mon. You know you want to show off your skills! Let's attract visitors from miles around with our holiday spirit!

SHOP LOCALLY A shift in spending as small as 4% can have a big impact in a small-town economy. Keep your dollars at home during the holidays and every day! Over Tinsel & Tidings, you'll also be supporting your local Arts and Non-profits! Win-win!

SHARE THE NEWS Word of mouth and sharing through social media are HUGE for an event like this! Help us stretch our advertising dollars by spreading the word and sharing often!

VOLUNTEER We NEED VOLUNTEERS to continue to grow the Tinsel & Tidings Festival! Or connect with a local business or non-profit and find out if you can help with an event or maybe even start a new one!

What's New for 2020?

The T&T Planning Committee is looking at adding some of these new events to this year's festival!

- ▲ Living Nativity
- ▲ Ladies Night with Magic of Mike
- ▲ Curling Exhibition & Learn to Curl
- ▲ Afternoon Tea with Scrooge
- ▲ The Community Sings Concert & Sing-Along
- ▲ Sunday Brunch
- ▲ TWO days of Carriage Rides
- ▲ Family Movie Night
- ▲ Sponsor's Soup Supper

Due to lack of interest, the lighting contests might be going away next year but the committee is looking at adding some new contests!

- ▲ Fancy Casserole Contest
- ▲ Essay/Scholarship Contest
- ▲ Best Holiday Cocktail
- ▲ Medallion Hunt
- ▲ Gingerbread House Contest
- ▲ Christmas Tablescape Contest

Drop us a line through our website to let us know what you'd like to see added!
tinselandtidings.com

Tinsel & Tidings™

The event name Tinsel and Tidings has been regionally trademarked and in 2019 we filed with the USPTO (US Patent and Trademark Office) for a Federal Trademark!

We have done this to further secure our branding for this festival! When people hear "Tinsel and Tidings" we want them associate it with Cherokee and think of our humble community as THE holiday destination in NW Iowa!

Christmas in July?

**WATCH FOR A FUN SUMMER
FUND-RAISER!
DETAILS COMING SOON!**



A Personal Note from Andy & Pamela

DEAR CHEROKEE, IT'S BEEN SO MUCH MORE WORK THAN WE EVER IMAGINED...

When we started this festival, we didn't realize what we were getting ourselves into. We had no idea:

- ▲ How fast things would take off
- ▲ How much man-power would be needed
- ▲ How many Sponsors would be required
- ▲ How many hours and dollars we would put in to get things off the ground
- ▲ How much we would depend on our local Chamber of Commerce for guidance
- ▲ How exhausted and sore we would be at the end of each day
- ▲ That we'd spend our time running from one event to another all weekend long, sometimes dressed as an elf

We also never realized how many amazing new friends we would make, or how much closer it would bring us as a couple or how gratified and grateful we'd feel or...how much we'd grow to love it. Thank you for supporting our efforts and for supporting our local community.

Andy & Pamela Linn

