



Spring 2016

Greetings Friends,

Welcome to SUMMER IN THE CITY 20156! The City of Groton's SITC initiative is returning for our third year of celebrating the great place that is our community. Summer in the City will once again highlight the many opportunities here for entertainment, learning and play throughout the summer season, and we want to include your events and activities in our promotions throughout the summer. REMEMBER, THERE IS NO COST TO YOU FOR PARTICIPATION IN THIS PROGRAM!

SITC will include your event in publicity spanning traditional, social and on-line media. There will be regular press releases for inclusion in local newspapers, newsletters, and e-blasts. Registered events and information will be listed on the Summer in the City website and included in Summer in the City Facebook posts. We bring the many summer opportunities for entertainment, education and other activities under one promotional umbrella, and help support your efforts with our advertising while a building community spirit.

Events and activities held between May and September are eligible for registration with SUMMER IN THE CITY and will receive FREE promotion as part of the program. Events can be of any type and size; one-time, repeating or ongoing; designed for any age group; and can be 'free or fee'. Please remember that ALL EVENTS MUST TAKE PLACE WITHIN THE CITY OF GROTON AND MUST BE OPEN TO THE PUBLIC.

To take advantage of your SUMMER IN THE CITY opportunity, simply complete our registration form and submit it by email, fax, snail mail (or even drop off at the Mayor's office) for review. The sooner you register, the more promotions we can include you in. However, we will gladly include events registered later in ongoing publicity throughout the summer. Please don't hesitate to contact me with any questions you may have and

Join us for another great Summer in the City of Groton!

Sincerely,

Susan R. Bailey

Program Coordinator, SUMMER IN THE CITY

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