

Crazy Daze Reimagined Introduces New Elements to an Atlantic Staple

For immediate release

Atlantic, Iowa, June 28, 2019- Atlantic's summer shopping event, Crazy Daze, is getting a new look to promote moving forward and to celebrate something new.

Crazy Daze Reimagined: A Carnival of Savings will be Saturday., July 13, 2019 and will have free games and family activities. The games will be located down Chestnut Street from 9 AM to 3 PM and will give shoppers the opportunity to win additional discounts.

There will be bounce houses provided by the Nishna Valley YMCA in Atlantic City Park from 10 AM to 2 PM as well as face painting, chalk art, a temporary tattoo station, and more.

A-Town SmokeShack will be in City Park serving their regular menu as well as kid-sized meals. Randy Burk, Jason Reed and The High Crest, of Des Moines, will provide music for the day.

Shoppers will have the chance to win \$250 in AtlantiCash by bringing a receipt from any of the participating businesses to the Chamber's table in City Park from 1 PM to 3 PM that day. They can also bring their receipts to the depot Monday, July 15 from 8 AM to 5 PM. The winner will be drawn Tuesday, July 16.

Reimagined was added to Crazy Daze to revitalize without forgetting its history.

"Crazy Daze has been a community staple for over 30 years. But, 30 years ago, Crazy Daze was the only big sale of the year," said Bailey Smith, Executive Director of the Atlantic Area Chamber. "Fast forward, and the way we do business and how consumers spend money is different today. Our goal is to help change the mindset of what Crazy Daze can be without diminishing what it was."

A complete list of participating businesses can be found on the Atlantic Area Chamber's Facebook page or at atlanticiowa.com.

For more information, contact Sarah Fixmer at chamber@atlanticiowa.com or (712) 243.3017.

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