

## ***EASTER EGG HUNT***

Get a hold of approximately 500 plastic multi-colored eggs. ( see tip below) Organize an Easter-Egg Hunt at a park, football field, department store, etc.

Inside a certain amount of the eggs are pieces of paper with numbers on them. When they are found, the participants either call into the station, or if they event is a remote broadcast, they turn the egg into a specified person or area to see what prize they have won.

Pries could be large or small. Possible gifts could be a diamond ring from the local jewelry show, cd's, free food from a local restaurant, cash, groceries, etc.

Your sales staff will need to locate several businesses interested in “ trade-out” advertising opportunities to supply prizes. They in return will receive a plug: i.e. Prize #1 is a diamond ring from “Trixies Trinkets” which is located at (wherever) offering the best prices on your gold and silver needs.

### ***TIP***

Try contacting manufacturers such as “ Benny and Smith”. This company manufactures “ Silly Putty” and packages it in multi-colored plastic eggs. They maybe interested in supplying the station with a quantity of eggs as a promotional event to help remind consumers that “ Sully Putty” still exists.

Benny and Smith

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***COMPLIMENTS OF  
HOWARD ROSEN PROMOTION***