

# **WALKtober 2024**

**Promote Your Business**  
**Support the Community**



Kensington WALKtober is an annual walking tour through the community. The event celebrates and highlights recent and planned walkability and bikeability improvements made by the City. A primary goal of WALKtober is to applaud our walkable footprint and bring more people into our downtown to discover the variety of businesses and services Kensington has to offer.

## **When and Where is WALKtober 2024?**

WALKtober is scheduled for Saturday, October 19th (rain date is Sunday, October 20<sup>th</sup>). The predetermined route of approximately 1 hour will be announced in September.

## **Why Should My Business Participate?**

WALKtober offers businesses a unique opportunity to support the community, raise your profile and attract new customers. **There is no cost to you to participate in WALKtober.** Businesses are able to “endorse” our unique walkable/bikeable community and get broad exposure through general promotions and direct purchasing from those joining the walking tour (typically 20-30 walkers).

## **How Does my Business Participate?**

- Register to participate either by clicking on the link below or contacting Tyler **by August 15<sup>th</sup>**.
- Promote the event by posting an event flyer in your window and handing out event post-cards.
- Agree to honor \$10 coupons that event participants will be given to redeem at the participating stores. Coupons can be used only once and at one location only; we will set an expiration date for coupon use. Business owners who receive any WALKtober coupons provide the \$10 discount to the customer. **Businesses then return the redeemed coupons to the Town Hall for 100% reimbursement.**

## **Event Promotion**

The event will be announced at the Labor Day Parade. It will be supported through online advertising, word -of-mouth and participating businesses will be provided materials to share with customers.

## **Three Simple Steps and You Can Make WALKTober a Success:**

1. Click **THIS LINK** to register as a participant (or contact Tyler) **by August 15<sup>th</sup>** and be listed on our WALKtober coupons /event materials
2. Raise awareness about WALKtober: encourage other businesses to participate
3. Promote WALKtober with the community by posting an event flyer in your window and distributing informational postcards to your customers.

*WALKtober is coordinated by the Pedestrian and Bicycling Access and Safety Working Group (<https://tok.md.gov/pedestrian-and-bicycling-access-and-safety/>), working to increase pedestrian and bike access and safety in and around Kensington through education and advocacy.*