

Tweeds Fine Furnishings Moose Is Loose Campaign in 18th Year "All Things Woodland Park"

The sales campaign annually drives business for the mountain community and was opened up to local business owners in 2009.

WOODLAND PARK, CO, UNITED STATES, January 30, 2018 /EINPresswire.com/ -- For almost two decades, "[THE MOOSE IS LOOSE](#)" campaign has been a very successful [TWEEDS Fine Furnishings](#) annual tradition. The sale-a-thon goes to new levels for 2018 with a very inclusive campaign theme: "All Things Woodland Park".

"In a nutshell, this is a collaborative, small business event unique to Woodland Park, Colorado," said Tanner Coy, Tweeds Fine Furnishings owner. "It's by businesses, for businesses, and done in a quality, creative way that's fun for consumers."

More than 40 businesses have signed up; this is a new record for the campaign.

Dates for this annual shopping extravaganza are February 10-25, 2018.

The sales campaign annually drives business for the mountain community and was opened up to local business owners in 2009. "We launch the campaign each year with many local businesses participating, and it has always been successful," said one of the organizers.

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Traditionally February is the slowest time of the year for local businesses, according to city economic development officials.

"Discounts, specials and drawings are key to this campaign," said Mike Perini, a campaign representative. "The public will see heavily discounted products and services, giveaways, two for one offers or one-day only deals during the 2018 sales event."

To assist business owners with developing effective promotional activities, campaign representatives work with business owners needing assistance. "We conduct a marketing training seminar to help individual participants determine a sales strategy tailored to their specific needs," Perini said.



This year the campaign moves to a new level, i.e. a "All Things Woodland Park" format for community wide elements to encourage participation and support. "Meandering America has been great for the Moose," Perini said. "However, nothing is more important than friends, family and fans and he can't wait to see them all around Woodland Park."

Moose sightings have become a local favorite pastime and this year many will wait with anticipation for the perfect moment to take photos or videos of a Moose or Moose-related items. Shoppers will upload to the Moose Facebook page their entries for a chance to win a drawing for great prizes. "We have added categories this year to reflect all things important to our town," Perini said. "Shoppers can take photos of nature, shopping, outdoor fun and more."

To help get the creative juices flowing the campaign team is giving away a "Moose Fan" that can be positioned in a photo or video. "It will be interesting to see just how creative folks are with this new element as they upload their selfies." Perini said.

The use of the Woodland Station property to demo OHV and ATV vehicles is another new element for 2018.

"This expo is designed to increase exposure to these businesses and to Woodland Park in general as a destination for OHV recreation," Coy said.

"This multiple million-dollar industry has limited space within the town limits for on-site test rides (demos) of the equipment," said Perini. "We are hoping that this outdoor element will attract shoppers and allow local dealers to bring in some additional inventory, have free additional expo space for a brief time, on a site where they can demo the equipment legally."

For a schedule of events go to <http://www.MooseIsLooseFest.com>

Additional highlights:

" The Moose is Loose campaign integrates many activities and highlights of the town, bringing delight to those who participate. Adventurers are excited to explore the community through the Moose Tracks Pass, eager to drop off their entries for a chance to win the \$500 shopping spree.



" Kids enjoy the coloring and essay contests, bringing our youngest community members into the festivities.

" Take selfies (photo and video) with a moose* and post as you stop and shop at local businesses to <http://www.Facebook.com/TweedsMoose>. (*The Moose Mascot, moose themed merchandise, displays, art, and more).

" For the first 200 shoppers when the doors open at Tweeds, 10 a.m. Saturday, February 10 receive a gift bag with hundreds of dollars of coupons, discounts and more from local businesses participating in the sales campaign.

All details can be found in the beautifully designed Event Guide being distributed to more than 10,000 people and available for pick up at TWEEDS (240 E US Hwy 24, Woodland Park, CO 80863) and local participating businesses.

A special Facebook page has been set up to track the Moose during the campaign.

View at: <http://www.facebook.com/TweedsMoose>

Go to the Moose is Loose - All Things Woodland Park website for details, disclaimers and selfie contest instructions: <http://www.mooseisloosefest.com>

Businesses participating in 2018:

Anderson Pack N Ship
Alpine Firearms
Brenda's Boutique
Big D Motorsports
Buzzsaw Busby Chainsaw Art
Carmen, A Tapas Bar & Grill
Catamount Powersports
Charis Bible College and Andrew Wommack Ministries
Colorado Gear Lab
Cottages to Castles Cleaning
The Cowhand
The Edgewood Inn
Foxworth - Galbraith
Friends Of Mueller State Park
Gold Hill Theatres
Gold Hill Wine and Liquor
Greater Woodland Park Chamber of Commerce
Hitchin' Post Trailer Sales
Hot Heads Studio
Intermountain Office Supply
Keller Williams Clients' Choice Realty
Kitchen Connections
My Sweet Escape Bakery
Olla Terve Healing Studio
Shining Mountain Golf Course
Snippets and Scraps
Starbucks
Studio West Aveda Salon
SYS Auction & Sales

Teller County Regional Animal Shelter (TCRAS)
Tweeds Fine Furnishings
Tweeds Holiday Home Tour
The UPS Store
Ute Pass Symphony Guild
Williams Log Cabin Furniture
Woodland Aquatic Center
Woodland Park Pawn & Loan
Woodland Park Winter Farmers Market
Your Neighborhood Realty
Woodland Country Lodge
Woodland Designs, Inc.
Woodland Park Public Library/Rampart Range Library District

Sponsor for 2018:

[Park State Bank & Trust](#)

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