
EVENT DETAILS

Hidden Treasures by *Caritas*

BACK-TO-SCHOOL BASH

GOALS

- Bring awareness to the new store location and recent rebranding to Hidden Treasures
- Create positive publicity surrounding Caritas and its retail operations
- Host an event that serves the community and is centered around Caritas' mission

WHAT

- Back-to-School Bash: Caritas will give out free backpacks and school supplies while supplies last
- Have a bounce house in the parking lot to create excitement for the new school year
- Partner with churches, schools, other nonprofits and supporters to collect backpacks and school supplies the month of August
- Move related merchandise like clothes, books and baby products to the front of the store to encourage sales outside of the event

WHEN

- Saturday, Aug. 19, 2017 (the weekend before school starts)
- 9 a.m. - 3 p.m.

WHERE

- Newest Hidden Treasures location
 - 3912 Bosque Blvd.
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