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# Press Release



## **Lowell Area Chamber of Commerce and Betten Baker Automotive present the NEW Expo on the Riverwalk for 2021**

**Lowell, MI** – One of our premier networking opportunities, the Lowell Community Expo, is transforming the traditional Expo for 2021. The ever-changing climate of COVID forces organizers to think outside the box. The Expo Steering Committee and Chamber Board of Directors are forging ahead with the recreated version of Lowell Community Expo. The re-purposed version, “Expo on the Riverwalk” will be an outside event on Lowell’s Riverwalk. The event will take place on June 12 from 10am to 3pm, rain or shine!

Along with live person to person booths, the Committee will produce an Expo booklet that serves as a marketing piece for ongoing promotion of businesses and organizations. Pricing includes booth and ad space. For those unable to be at the Expo, they will still have an opportunity to purchase a stand-alone ad. The Expo booklet will also contain a Golden Raffle ticket for a chance to win Lowell Bucks.

Booth space will be limited, and we will be following COVID Guidelines. Applications will go online at [www.lowellexpo.org](http://www.lowellexpo.org) Friday, February 26, 2021.

People attending the Expo will enjoy some of the following highlights.

- The Expo will spotlight over 70 area businesses, service groups, churches, and government agencies
- A chance to win Lowell Bucks by entering the Golden Raffle Ticket found inside the Expo booklet
- Chicken BBQ by the Lowell Area Fire Department and Flavorwave shaved ice by Kona Ice of Lowell
- Expo Happy Hour in Lowell’s “Showboat City Social District”