SPECIAL EDITION

GROWING TOGETHER

Asphodel-Norwood Business Connection

October, 2026 Special Update from your Business Advisory Committee

LITTLE HOLIDAY MAGIC. A LOT OF LOCAL LOVE!

Hello Business Owners,

Have you heard the news? There's a little holiday magic coming to Peterborough County, and your business could be part of it!

Peterborough County is inviting local businesses to participate in its **2026 Holiday Magic Shop to Win Program,** a fun county-wide initiative designed to encourage residents and visitors to discover our communities, explore local businesses, and shop close to home this holiday season.

OUR GOAL IS SIMPLE:

Keep you informed and help our business community grow-together.

And here's the exciting part...

YOUR BUSINESS COULD BE ONE OF THE FEATURED BUSINESSES ACROSS PETERBROUGH COUNTY!

THINGS YOU NEED TO KNOW

Why Participate?

The holiday season is a wonderful opportunity to welcome new customers, reconnect with familiar faces, and remind everyone of the great businesses we have here in Asphodel-Norwood.

As a partner business, you'll benefit from:

- Increased customer traffic during the holiday shopping season
- Coordinated promotion through Peterborough County and Township social media channels
- Inclusion in program marketing materials and campaign promotions
- Exposure to new customers from across the County
- Participation in a regional initiative that celebrates and supports local businesses
- Opportunities to encourage repeat visits and holiday spending

Tell Me More You Say!

Powered by **Driftscape**, this shopping adventure **encourages residents and visitors to explore all eight townships** of Peterborough County, shop at participating businesses, and enter for a chance to win exciting weekly prizes.

And the grand finale? A **$1,500 Grand Prize Package** featuring gift cards from participating businesses!

It's a little extra incentive to get people out exploring, discovering new favourites, and supporting our local business community.

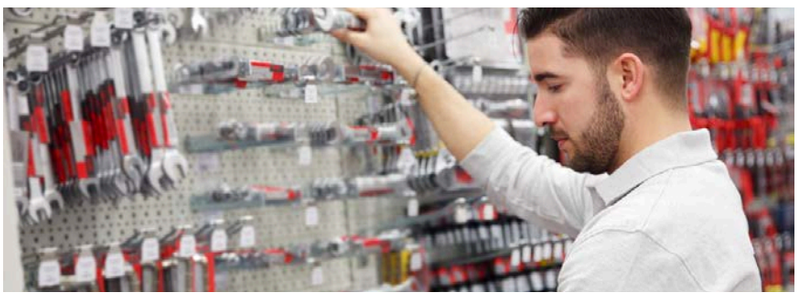
HOW DOES IT WORK?

It's simple! From **November 2 to December 24, 2026**:

1. Customers make a purchase at participating businesses.
2. They scan your business' unique QR code to access the Driftscape contest portal.
3. Customers upload a photo of their receipt.
4. Customers complete a quick entry form with their name and phone number.

EVERY ELIGIBLE PURCHASE EARNS AN ENTRY!

Customers can shop and enter as often as they like throughout the campaign.











WHAT'S REQURIED TO PARTICIPATE?

To join the Holiday Magic Shop to Win Program, your business must:

- Be located within Peterborough County *(Asphodel-Norwood, Cavan Monaghan, Douro-Dummer, Havelock-Belmont-Methuen, North Kawartha, Otonobee-South Monaghan, Selwyn and Trent Lakes)*
- Have a public-facing storefront or business location
- Provide receipts for customer purchases
- Contribute a **$30 gift card** as a contest prize
- Display the promotional signage provided by Peterborough County
- Help spread the word in-store and online, tagging @ptbocounty and your township when appropriate

The best part? There's no participation fee beyond the $30 gift card contribution!

A WORD FROM SHERYL

Here's Sheryl Moran, our very own Business Advisory Committee member to tell you a bit more.





HOW TO REGISTER

Please Contact:

Sarah Budd,
Manager, Community Development
Peterborough County
705-743-0380 ext.2601
www.ptbocounty.ca

REGISTER HERE

THE LOCAL ADVANTAGE
with Peterborough County

Growing Together - Supporting and celebrating our local business community.
An initiative shared by the Asphodel-Norwood Business Advisory Committee.

You're receiving this newsletter as part of the Asphodel–Norwood business community.
If you prefer not to receive future updates, you can ***unsubscribe*** at any time by emailing us at ***info@antownship.ca***