

## Help Paws 4 A Cure!!!

Calling all friends, family & supporters! We're participating in Assembly Row's Row It Forward fundraising shopping event and need your help. Many of you are already shopping, dining, and enjoying the new offerings at Assembly Row and over the September 19th weekend we can turn your receipts into points. Help us rack up points to win one of the top three cash prizes (\$20,000, \$10,000 and \$5,000!!) or thousands of dollars in gift cards by simply registering your weekend's receipts from any of the shops, restaurants, AMC Theater and even LEGOLAND Discovery Center at the Assembly Row Welcome Center September 19-21.

We've got our eye on the \$20,000 first place prize but can put any of the 20 prizes being offered to work for our cause. Event details are on the Assembly Row website, including ways for us to earn points without spending a single dollar.

We hope to see you there!

### Just a few reminders...

- 1) All receipts must be registered in person with hard copies at the Assembly Row Welcome Center in order for points to be recorded.
  1. Welcome Center Hours are Monday-Friday 10am-9pm, Sunday 11am-6pm
- 2) Points will be allotted for social media activity the following ways:
  1. Sharing the Assembly Row, Row it Forward Facebook event (<https://www.facebook.com/events/1484986421758694/>)
  2. Supporters sharing your organization's Facebook posts or event
  3. Supporters posting about the event to their own wall
  4. Tagging Assembly Row on Twitter (@AtAssemblyRow) and on Instagram (@AssemblyRow)

**In order for points to be recorded your supporters MUST tag both Assembly Row and list your organization within the text of their post/share.**

- 3) Purchases made at the Assembly Square Marketplace (Kmart, TJ Maxx, Staples, Bed Bath and Beyond, AC Moore, Christmas Tree Shops, Starbucks, Burger Dive) are also able to be counted as points for your organization.
- 4) Additional Free Points: Signing up for the Assembly Row Newsletter, this can be done inside the Welcome Center.

Check in at the Welcome Center: a sign-in sheet will be provided for each registered non-profit. Each person that checks in over the three days will receive a point. A person may sign in once per day.	1 point
Check in or tag Assembly Row on Facebook, Instagram, or Twitter when you are shopping at Assembly Row	2 points
Sign up for the Assembly Row e-newsletter at the Welcome Center	5 points
"Share" the Row It Forward event on Facebook from the Assembly Row Facebook page	10 points