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# FoolMoon COMMUNITY

Ann Arbor // March - April 9, 2021

CREATE

SUPPORT

## ILLUMINATING ANN ARBOR'S LOCAL BUSINESSES

Share Your LIGHT + Make COMMUNITY SHINE!

Traditions like FoolMoon matter more than ever in 2021. There is an urgent need to be together and to imagine the power of light + hope + healing that we can create together.

Big things disconnect us + make us feel isolated. A pandemic. Racial injustice. Virtual everything. Zoom. Social distancing. Businesses struggling. Economic hardships. Uncertainty.

We invite you to join us + imagine new ways to celebrate our COMMUNITY. Dust off those luminaries, make new FoolMoon creations, and create a new celebration that truly shines a light on the power of creativity all over Ann Arbor. Together, our lights will SHINE brighter than ever!

**FoolMoon with Us!**

[www.wonderfoolproductions.org](http://www.wonderfoolproductions.org)

## FoolMoon 2021. New Moon Rises!

FoolMoon magic will unfold in March with in-town, at-home, and virtual experiences culminating with a community-created celebration on Friday, April 9.

**MoonLight Making activities**--at home + online in March--inviting Ann Arbor's underserved youth + teens, and kids of all ages, to express themselves creatively and amplify their voices.

**Public Art** illuminating Ann Arbor's downtown districts -- Kerrytown, Main St. + State St. -- and neighborhoods, bringing light + creativity to public spaces, storefronts, and favorite places all over town.

**FoolMoon Madness** on Friday, April 9 promoting A2's local businesses when you need it more than ever. Grab a bite, quench your thirst, find a treasure + share your love A2!

**MoonLight Map** highlighting the sights + sounds so you can FoolMoon at your own pace -- social distancing + masks for safe MoonLighting!

**Virtual, online platform** so you can celebrate FoolMoon at home, dance in your living room, + share your own MoonLight!



# FoolMoon 2021 + YOU!

Inviting Ann Arbor Businesses to SHINE Bright!

## HOW CAN YOUR BUSINESS SHINE?

It's been a tough year for local businesses navigating a pandemic. More than ever this year, we're excited to share some love + shine a light on you in 2021. Let FoolMoon bring customers + visibility to your doors!

Maybe you want to share some light + help make Ann Arbor's CommUNITY SHINE. Here are some easy + illuminating ideas to consider:

- Get the holiday lights back in your windows.
- Make FoolMoon Madness plans with business neighbors + stay open late on Friday, April 9.
- Offer FoolMoon Madness promotions, menu + drink specials, and let us promote them with you.
- Let TreeTown Murals + Brush Monkey artists create some painted FoolMoon magic on your windows.
- Let us match you with a local artist + sponsor an arts installation in your window.
- Offer MoonLight making arts materials + help Ann Arbor make some magic.
- Share FoolMoon 2021 happenings with your networks + share the MoonLight on social media.

Maybe you're able to share some more love with your community, help more kids participate, support our local artists, or bring some light to a business neighbor.

Consider being a FoolMoon 2021 Sponsor + help us all SHINE brighter.

Share YOUR Light + Love A2!

## HOW DOES MY BUSINESS BENEFIT?

- Be part of the FoolMoon brand--a beloved community tradition + official rite of Spring.
- Attract customers to your business during + post-FoolMoon so they share some love with you.
- Gain visibility with cross-promotions by WonderFool Productions + its partners like Destination Ann Arbor.
- Share your promotional plans + we'll share them on our website, event map, social media + anywhere else we can SHINE a light on you.
- Help promote downtown Ann Arbor as a destination for local visitors, day-trippers, weekend travelers + more.
- Invite your employees to join in + find connections at a time of isolation + working remotely.
- Feel the love + light + goodness knowing you have helped your community SHINE, at a time when everyone needs it more than ever.

## THANKS TO OUR BUSINESS PARTNERS!

- KerryTown District Association
- Main Street Area Association
- State Street Area Association
- Ann Arbor Downtown Development Authority

## FOR MORE INFO

FoolMoon is produced by WonderFool Productions, a nonprofit arts organization, in partnership with the Ann Arbor community.

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