

Proposed Email for New Dewey Tagline

Alex Csedrik <acsed10@yahoo.com>

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To: Paul Bauer <paulbauer@townofdeweybeach.com>; Kate Banaszak <kate@townofdeweybeach.com>; Town Manager <townmanager@townofdeweybeach.com>

Hello, all:

Below is the proposed email for the Dewey tagline contest. Happy to make any changes necessary!

Alex Csedrik

Here is the proposed email we'll send the residents for the tagline contest:

Subject: Create Dewey's New Motto!

Body:

Hello!

We're happy to announce that Dewey is getting a new tagline! But, we need your help. As a part of the community, you have unique insight on what makes Dewey Dewey.

With this in mind, we're having a contest where we ask YOU to submit what the next tagline for the town will be. The winning submission will get (insert grand prize), and the top-five taglines will receive (insert prizes).

For inspiration, look at some of our neighbors':

Lewes: The first town in the first state

Bethany: The quiet resort

Millsboro: The center for commerce and good living in southern Delaware

Rehoboth Beach: The nation's summer capital

Here is the complete list of Delaware

taglines: https://link.edgepilot.com/s/30ab6f8f/vrvLxThPm0uk14_XwfOwMw?u=https://www.delawareonline.com/story/life/2016/09/28/nickname/91234974/

You have until February 26th to submit your entry. Good luck!

Recommendation to add "the chosen tagline will be owned by Dewey Beach." -KLB