



Headline News

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Chicago Market and Midwest-CBK Encourages Tweeting at January Show

CHICAGO- Midwest-CBK is partnering with The Chicago Market: Living and Giving, Jan. 21 to 27, to host a Twitter raffle for tweeters who use the Chicago Market hashtag (#chitowngift) for market-related tweets.

"We encourage buyers, retailers, exhibitors, and showrooms to participate in this Twitter campaign and share their unique market information throughout the show," said Joan Ulrich, senior vice president, MMPI. "Twitter is a great tool that not only allows a free flow of useful information, but it also encourages collaboration and community within our industry."

Each tweet will be considered a raffle ticket, and a winner will be chosen each day from Jan. 22 to 25 to receive a Flip digital camcorder. A grand prize winner on Jan. 27, will win a Sony 32-inch Bravia S-Series Flat Screen LCD television.

At the show, Midwest-CBK will introduce its first major combined line since merging last May, featuring more than 2,500 new SKUs.