



Tying into Special Events – a case study:

BlobFest in Phoenixville, PA

Sure, the BlobFest isn't for everybody, but Phoenixville businesses never miss a chance to tie in to this fun and quirky annual event. Some of the 1958 sci-fi film, *The Blob*, was filmed in small town Phoenixville, and the town's theatre commemorates this claim to fame each July. And no business is too sophisticated to play along. Some of their collective offerings:

- Blob window displays in most businesses
- Limited edition ice cream "Blobwiches"
- Blob ice cream bowls by a local potter sold at the ice cream shop
- Blob martinis and Blob craft beer at the local microbrewery
- 1950s horror posters at the local frame shop
- Make-your-own tinfoil hat contest at the art gallery

Phoenixville's got *The Blob*. What does your town have?