

# THE SUMMIT<sup>®</sup>

## Retailer Newsletter

June 2019

### SOUNDS OF SUMMER

Thursday, June 13 From 6-9 PM

Located Near Swoozie's

Music By Act of Congress

In Support Of Magic Moments

At the event, Magic Moments will be granting a non-medical opportunity for a child diagnosed with a chronic life-threatening illness.

A 14 year old boy will be presented with a surprise family trip to New York City! We would love to give him a basket from The Summit retailers, including items for his travel and anything that says "New York City" on it. If you have an item or gift card from your store to include in the gift basket for this child, please [email us](#).

Magic Moments is the only wish granting organization dedicated solely to the children of Alabama.

[Learn more about Sounds of Summer here!](#)

*Shout out to J. McLaughlin, who will be donating 15% of sales back to Magic Moments on this day from 2-6 PM!*



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## UPCOMING HOLIDAY HOURS

The Summit's holiday hours are 10 AM—6 PM on Thursday, July 4. If you have chosen to remain open late, please [contact us](#) with your operating hours.



## FATHER'S DAY GIVEAWAY

The Summit is giving away a gift basket for Dad with items from our retailers! Participants can enter to win on The Summit's Instagram page (@thesummitbirmingham) starting on Sunday, June 9. A winner will be selected on Saturday, June 15 at 9:00 AM.

- ◇ \$100 Village Tavern gift card
- ◇ Peter Millar Polo from Mobley & Sons
- ◇ Travel Shoe Care Kit from Allen Edmonds



## DIY WORKSHOP



The Summit's Cookie Decorating Workshop with Flying Squirrel Cookies will be on Thursday, June 20. We will have 30 participants attending this class. If you'd like to be the sips and snacks sponsor for this workshop, please let us know!



# MONTHLY EVENTS

## FOOD TRUCK FRIDAYS

Food Truck Fridays are held on the first Friday of the month from 6-8 PM, where visitors can enjoy live music, local food trucks and connect + shop with retailers from The Summit. If you'd like to join us at the event, email us here.



## SWEAT FITNESS SERIES

The Summit hosts a free fitness classes every month including yoga, hula hooping, pilates, pound and more! The Woodhouse Day Spa is helping to enhance the experience by providing chilled eucalyptus towels after the workout and mini treat bags for the attendees to take home in June and July!



**June 3: Yoga**  
**June 10: POUND**  
**July 8: Yoga**  
**July 15: Pilates**





♦ **10% OFF**

Alumni Hall, fab'rik,  
The Fitting Touch,  
L'Occitane, Macaroni  
Grill, Pieology Pizzeria,  
Seasons 52, Soft  
Surroundings, South  
Moon Under, Taco  
Mama, Village Tavern

♦ **15% OFF**

Frutta Bowls, Kendra  
Scott, Soma Intimates

♦ **20% OFF**

Belk Salon & Spa, CPK



## NOTES FROM MANAGEMENT

- On June 29, 2019, we will no longer sell The Summit gift cards. Current Summit gift cards will still be redeemable at all stores and restaurants, but no further sales will occur.
- Need an event space to hold interviews, employee evaluations or a meeting with your corporate visitors? [Contact us](#) to use a temporary space on property for the day. Rental fee will be required.
- If you experience issues with the compactor, please notify Management immediately by calling the Guest Services Office at 205-967-0111.
- If your management staff has recently changed, please update contacts by contacting the Guest Services Office to ensure you receive proper communications throughout the year.

## NEW MARKETING MANAGER

Sarah Morton has been promoted to Marketing Manager at The Summit! Sarah joined us in 2013 as Guest Services Associate and was promoted to Assistant Marketing Manager in 2017. She has been an invaluable member of The Summit team and we could not be more proud of her growth and accomplishments over the past six years! Sarah will be responsible for all aspects of marketing for The Summit. Congratulations Sarah on your well-deserved promotion!







## FACEBOOK

TAG US @THESUMMITBHAM

14,535 LIKES

16,497 FOLLOWERS



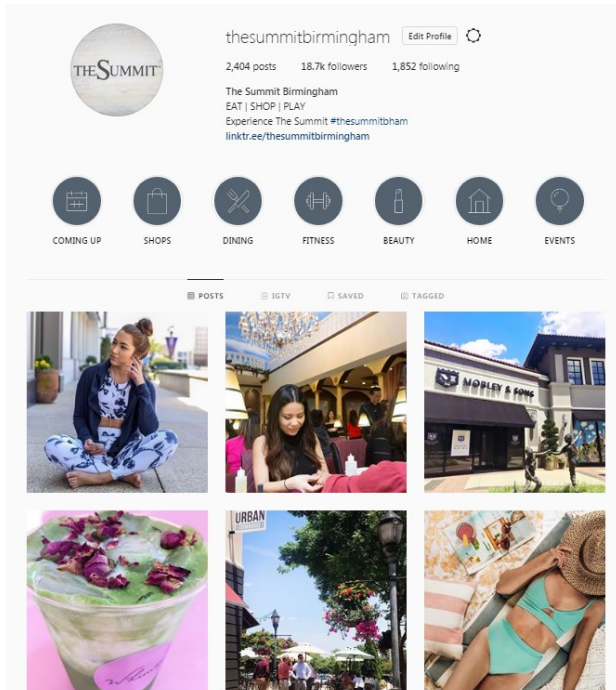
## INSTAGRAM

USE #THESUMMITBHAM

WHEN MENTIONING US

2,404 POSTS

18.7K FOLLOWERS



## Submit Promotions

The Summit offers multiple avenues to promote your store and boost new product awareness.

These include signage opportunities, Social Media {Facebook & Instagram} as well as the Retailer Newsletter, which will go out on a monthly basis.

Signage is based on availability. For rates and space availability, contact The Summit Marketing [here](#).

## Post Your Sales, Events and Career Information:

- ◇ Visit our website at [thesummitbirmingham.com](https://thesummitbirmingham.com)
- ◇ Scroll to the bottom of the page and click on the box that says "**Store Log In**"
- ◇ Enter the password **sales4u**

## JUNE CALENDAR

June 7 South Moon Under 1 Year Anniversary

June 13 Sounds of Summer

June 9-15 Father's Day IG Giveaway

June 15-16 Lovesac's Grand Opening Event

June 16 Father's Day

June 27 Blood Drive at RSM

*Don't forget to share your upcoming events with us!*

