

Mo's Café, Downtown Five Islands - Promotion of your business

By Dick Lemon

One of the purposes of the Not Since Moses events is to promote local businesses. Newcomers will see how special our area is. And they spend money while they are here, or they should.

To really encourage them to spend money here, I am telling all registrants (over 600 this year) that Mo's At Five Islands will pay \$5 of any shoreline expenditure they make during the Not Since Moses weekend. This includes any purchase at any business from Great Village through Parrsboro to Advocate (with the sole exception of gas station purchases).

Each registrant will have a "bib", a paper with a number printed on it. They pin these on their shirts during the run. I am telling them to hand their bib to any shoreline business and I'll send the business a check for cash equal to \$5 for each bib collected. But get the bibs to me by July 15th. You can mail them to Mo's, 951 Highway 2, Five Islands, B0M 1K0. Or feel free to drop by Mo's and drop them off.



Shown above is the start of studding-off the managers apartment on the main floor of Mo's. Thousands of wooden studs were installed in the building during the many months of construction.

If this promotion doesn't appeal to you, feel free to tell any runner that you are not participating. I am not promising the runners that all businesses will accept the bibs for credit. But my thinking is that this might be good for shoreline businesses since it helps get customers in the door and of course they will buy more than \$5 of stuff wherever they use the bib.



Bright, clean, well constructed is the impression of the hostel, when visits walk down the hallway.

This year the events sold out in early May, I'm happy to say. So we may have as many as 800 people here for the runs which happen the weekend of June 26 to 28. Of those around 600 will have bibs to turn in. If you use the internet, check out www.notsince-moses.com Any questions, call me at Mo's, 254-8088 or email me at dick.lemon@gmail.com

Dick Lemon is owner of Mo's At Five Islands



Installation of new floor sills and steel jack posts to carry the weight of the large building was important to ensuring everything would be as level as possible. The project involved a winter's work for Doug Yorke and his crew and involved thousands of hours of labour and adapting to changing situations. The restored building, now known as Mo's, is now open in Five Islands.

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Congratulations to Dick Lemon
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