Hello Northfield Business Owners! Every year, in April, there is an Indie Record Store specific event called "Record Store Day." It usually falls on the first or second week of April, and this year it is on April 12, 2025. Since this is Verbena Vinyl's first year officially participating in this event, I don't have good data on how much traffic this will generate for the town, nor do I know precisely how to prepare. I do know that I have the full force of Record Store Day behind me, and I will be doing everything in my power to bring people in. Rather than folks coming in, grabbing records, and leaving, I would like people to stay and experience Northfield a bit more.

While people are lining up, I am going to give out a flyer that talks about Verbena, Northfield, and local businesses. The goal is to direct folks to where they can get coffee, breakfast, and lunch while they are here. I would include absolutely everything about Northfield if I could! If you want to participate in the flyer:

- Send me your logo, verbiage, and business information by March 24, 2025.
- If you want to include a coupon for RSD patrons, participation is FREE.
- If you want your business or event mentioned (ad size depends on participation) – $20 to help with printing costs.
- If you want a larger ad or more information, reach out to vicki@verbenavinyl.com for pricing.

I am putting this flyer together myself and printing it locally. The point is to give people something to help them plan their day while they wait in line to buy records. My hope is that this is the litmus test for future years where Record Store Day will be a town event that extends well beyond my store.

Please feel free to forward this email to anyone you think would be interested in participating! Good candidates are small businesses who are open on Saturdays, especially ones who serve food or have an event coming up after April 12th.
Also welcome: artists, musicians, town events, etc. Creative ideas welcome!

Vicki Scott
Owner, Verbena Vinyl