

Chamber of commerce launches store window contest

Adina Genn / April 25, 2024



Photo by Andrea Baum

The Lynbrook Chamber of Commerce has launched a window makeover contest.

Part of the chamber's "Lynbrook Means Business!" campaign, the effort aims to inspire shopkeepers to implement visually appealing window displays that would help draw in customers and revitalize business in the village.

Open to all merchants in Lynbrook, the contest includes cash prizes. A panel of judges will evaluate the entries based on creativity,

originality and how well the storefront reflects the business's brand and identity. A "resident's favorite" prize will also be awarded. All participating businesses will receive a local restaurant gift certificate. Details about the value of the cash prizes were not immediately available.

The contest "will bring our business and community together to celebrate the best of Lynbrook," Lynbrook Chamber President Polly Talbott said in a news release about the competition.

"Merchants will have a chance to shine and create a fresh look for their windows," Talbott added. "Individually, and collectively, this program will attract people to the area which will benefit the village and our reputation as a great place to operate a business."

Talbott went on to say that a "vibrant and attractive window often brings in business which enhances profits. We expect a number of businesses to create spectacular and fun displays."

In addition to the makeover, the winning merchant will receive a marketing package to promote their newly revamped storefront, including social media promotion, a feature on the chamber's website, and a ribbon-cutting ceremony to celebrate the unveiling of the new look.

The deadline for submissions is May 29 and the winner will be announced at the chamber's first "cruise night," June 6, on Atlantic Avenue.