



Congratulations on your **2012 People's Choice ABBIE Award** Nomination!

Congratulations! You've been nominated for a 2012 People's Choice ABBIE Award. The People's Choice ABBIE Awards, sponsored by Arlington Economic Development (AED), recognize Arlington's Best Businesses. Final voting begins on **October 17, 2012** and will conclude on **November 9, 2012**. Winners will be announced at the November 27th Arlington County Board meeting. This is your chance to encourage your customers, friends and family to cast their vote for your business to win a 2012 People's Choice ABBIE.

Please hang this poster in a prominent location at your business and encourage your patrons and customers to vote. In addition, you should have received an email which contains a toolkit of items to help promote your business. If you did not receive this email, please contact Cara O'Donnell at codonnell@arlingtonva.us or call (703) 228-0854, and I'll be happy to send it.

Arlington County will be promoting the People's Choice ABBIES in a variety of ways including the Arlington County Web site, Arlington e-newsletters, Arlington TV, print and online advertisements and more.

About the ABBIE Awards

In 2008, the People's Choice ABBIES were launched, featuring a new selection process that emphasized public participation. All nominations and voting for the People's Choice ABBIES take place online at: www.arlingtonva.us/ABBIES. Those without access to a computer at home or work are encouraged to use Arlington Public Library Internet stations. In addition to recognition from the Arlington County Board, People's Choice ABBIE winners receive a year's worth of acknowledgment from AED including promotion on the Arlington County Web site, in Arlington e-newsletters, Arlington TV television spots, newspaper advertisements and special placement in the Arlington County Visitors Guide & Map.