



## Brunswick Arthur Treacher's hosts "cash mob" Mar. 22

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The Arthur Treacher's location at 3753 Center Road, will be the scene of a "cash mob" from 11 a.m. to 8 p.m. March 22.

**BRUNSWICK**The relatively new, and locally spawned, phenomenon of the "cash mob" will be making its way to the 3753 Center Road Arthur Treacher's restaurant from 11 a.m. to 8 p.m. March 22.

"Cash mobs have taken off recently and they were created to help small businesses compete with the everyday challenges of big box retailers," said Jordy Patano, senior brand coordinator at Decatur, Ga.-based No Limit Media Consulting. "Started by a small group, the idea has taken off in towns across the United States and are a great way to support the local businesses that the town knows and loves. The idea of a Cash Mob is to ramp up some revenue for the day in hopes to encourage new customers and hopefully create more repeat customers."

Brunswick Arthur Treacher's owner Frank Chestney was chosen by city Economic Development Manager Tim Smith, who has arranged cash mobs at other businesses around town," Patano said.

"I believe that he organized one in February and then contacted Frank to see if Arthur Treacher's would be interested in participating," she said. "All town cash mobs have their

own rules and regulations and from what I have learned so far, I believe that Tim is organizing the cash mobs for Brunswick and they get quite the following.”

“Cash Mob” was conceived by Cleveland residents Andrew Samtoy and Marty Mordarski, with the idea that shoppers spend at least \$20 on a selected day at a specific locally owned business where the owner gives back to the community in some way. There are now estimated to be more than 100 cities that have held or plan to hold cash mobs.