



Introducing whySKREAM.com



What is it and why should you be interested?

www.whySKREAM.com is a 'hub' to help create a sense of community and vitality for central Kirkland neighborhoods and businesses.

The Kirkland City Council is dedicating major efforts to bring together our business and local communities. **whySKREAM.com** is designed to facilitate that “**bringing together**”, to be a major hub and connecting factor for all the City’s efforts.

whySKREAM.com focuses on Central Kirkland neighborhood events, local businesses and charitable causes that help kids in Kirkland. In March and April, we sponsored a two-month long donation drive for Eastside Baby Corner in which neighbors donated 15 truckloads (yep, that’s right!) of clothing for needy kids on the Eastside. And we’ll have another similar donation drive ending October 30th.

Our next event is the first ever Central Kirkland picnic at Crestwoods Park on August 28th.

You can be part of [whySKREAM.com](http://www.whySKREAM.com) - for FREE! just by being a sponsor of this picnic.



Why should you be interested? Because you and your business can now have a dedicated section on **whySKREAM.com** where you can present any information you want about your business, including video presentations about the products or services you provide and the people that provide them. Neighbors will be able to find out more about your business and they can provide comments about their experiences with your business and rate them (1-5 stars), just like on YouTube and other sites.

This is NOT advertising; instead, it’s the best kind of third-party referral and testimonial source. It shows viewers what other people have to say about you and shows that you participate in the community and support charitable causes that help kids in Kirkland. If you’ve ever wanted a way to make contact with central Kirkland neighbors and tell them about you and your business, this is it!!

And it’s all FREE!!

You can post your business on [whySKREAM.com](http://www.whySKREAM.com) for FREE!

The city's goal is to bring together businesses and local communities and **whySKREAM.com** will help with that process.

Having your business featured on **whySKREAM.com (for FREE!!)** will be a way to introduce yourself to central Kirkland neighbors and to make a great first impression on them. You'll want that presentation to be good, because you may not have a second chance to impress them and satisfy them and you can't afford that.

What's required to participate?

- Any photographs that you want posted of your business, both inside and out, and the people who work there whom you would like to feature.
- Whatever written story or other documents you'd like to have posted on your site.
- If you'd like videos about you and your business on your site, we'll make them and post them for free but you'll want to prepare for your video session. Here's how:

The video presentation of your business on whySKREAM.com will consist of three parts: Appetizer, Main Course and Dessert.

The Appetizer will be a short introduction to your business and the service or the product that it provides. Think about the Appetizer as your **"Elevator Speech"**, which is a quick way to impress and capture the attention of people on first contact. (See a separate sheet about how to prepare for this).

The Main Course will be a longer discussion where you can provide background about yourself and your business, how you got into the business and what more you'd like Central Kirkland to know about you including, perhaps, where you came from and something about your family and your hopes and dreams for them and for your community.

The Dessert will be whatever special features you'd like to provide to your neighbors. For example, if your business serves food and beverages, you might want to post your menus. Or, you might want to provide a special coupon for a discount. Or, even better, seeing as how the site will be featuring charitable causes that help kids in Kirkland, you could provide a discount for anyone who brings in a receipt for a donation to one of the charitable causes featured on the website, such as Eastside Baby Corner, KITH, March of Dimes, Special Olympics, HopeLink or Keller Memorial. That's a way for everyone to win: you get business from the neighbors and the kids of Kirkland and the Eastside get help to meet some of their needs. And you can change or update your **"Dessert"** at any time.



How to get started

Contact Mari Bercau (425) 830-7333 or **Mari@Hi-Kirk.com** to help sponsor the picnic or Ed Irwin (206) 275-4500 or **Ed@Hi-Kirk.com** to set up a meeting to discuss your plans. After you deliver the first two items set forth above, we'll arrange for a video session to record your **Appetizer**, your **Main Course** and your **Dessert**.

