

Happy  
New Year

**JANUARY**  
2021

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**Security Dispatch**  
951-347-7090

## PROPERTY MANAGEMENT UPDATES

### STAY SAFE AND HEALTHY

The team at Riverside Plaza hopes you and your family are staying safe and healthy during these unprecedented times. We are here to address any questions or concerns you have, so please reach out to us anytime. Above are our direct lines and email addresses.

## MARKETING UPDATES

### HELLO 2021 INSTAGRAM GIVEAWAY

The monthly contest for January is a Hello 2021 Instagram enter to win. Customers are asked to share with us their goals and aspirations for the new year in the comments below for a chance to win a \$100 gift card! The contest will run from 1/11 – 1/25. Winner will be announced on/around January 27!

If you would like to participate/contribute to the giveaway, please reach out to Alixandria Ogawa at [aogawa@vestar.com](mailto:aogawa@vestar.com).

Stay Safe  
and  
Healthy

**RIVERSIDE PLAZA**  
Hello  
**2021**  
Over 2020? Us Too!

- Our "Hello 2021" campaign is focused on **Hope & New Beginnings**.
- What are your goals and aspirations for the new year?
- Visit our Instagram [@shopriversideplaza](https://www.instagram.com/shopriversideplaza) to share your response.
- The top 3 responses will win a gift card to a store or restaurant at Riverside Plaza.



# MARKETING UPDATES

## COUPLE MASKED & UNMASKED GIVEAWAY

The monthly contest for February is a couple Valentine's Day enter to win. Customers are asked to share with us a couple photo masked and unmasked through the Riverside Plaza website for a chance to win a \$300 prize package! The contest will run from 1/25 – 2/12. Winner will be announced on/around February 15! If you would like to participate/contribute to the giveaway, please reach out to Alixandria Ogawa at [aogawa@vestar.com](mailto:aogawa@vestar.com).

## RETAILER SPOTLIGHT: JUICE IT UP!

Start the year off strong! Let Juice It Up! help you continue your New Year's Resolutions by becoming a rewards member! Enjoy special perks and exclusive offers to maintain your healthy lifestyle! Download the app today and receive a FREE Classic Smoothie with a \$10 purchase.

## PROMOTIONS

Our focus during this time is to communicate to the public through our social and digital channels. Please email Alixandria Ogawa at [aogawa@vestar.com](mailto:aogawa@vestar.com) with any promotions you'd like advertised or any updates to your establishment that should be communicated to our customers.

## FREE MARKETING OPPORTUNITY

Please send us any upcoming specials or promotions you have! We will post them on our website and social media sites to help spread the word. **Please click [HERE](#) to download the 2021 Marketing Opportunities** packet, and reach out to Marketing Manager, Alixandria Ogawa, at [aogawa@vestar.com](mailto:aogawa@vestar.com) with any questions or if you have any issues downloading the packet.

FACEBOOK  
PAGE LIKES

21,690

INSTAGRAM  
FOLLOWERS

4,233

MOBILE USERS

40.09%

TOTAL SCREEN  
VIEWS ON WEBSITE

13,871

TOTAL DATABASE  
NUMBER

11,274



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