

SPECIAL EVENTS

State: Illinois City/Town: Dundee

Type of Event: Beauty Contest

Estimated Attendance: 700 Dates: March 3rd, 4th & 5th,

Name of Event: Mrs. Illinois Beauty Pageant

Contact (Name/Telephone): Ms. Joy Weathers (Sales) 312/426-8000

Audience Concentration: 90% White - 10% Black

Age category 21 yrs. to 45 yrs.

Recommended Brand(s) and Promotional Activity: BARCLAY sampling

2 - 12M cases mixed.

To be placed on tables by B & W Reps.

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