

Pittsfield, MA #HeartOfTheBerkshires

Dear members,

We can accomplish more together than we can separately, so let's join forces and promote Downtown Pittsfield as the "Heart of the Berkshires"!

We all recognize the strengths of our city and what's a better way to claim our ranking as the best place to shop, dine, play, and live in the Berkshires than by proclaiming ourselves the "Heart of the Berkshires"!

To help unite our individual branding and marketing efforts, we have created a "Heart of the Berkshires Toolkit" for the business and personal use of our members. We have included graphics and hashtags that you can use on your websites, e-newsletters, social media, and print materials. All is available free to download via the following Dropbox link:

<https://www.dropbox.com/sh/g0hi04u8zjta66c/AAAhEvcYucf-nDMG82DHfIZ6a?dl=0>

We encourage everyone to utilize the hashtag #HeartOfTheBerkshires on social media (Facebook, Twitter, Instagram) when you are posting about Pittsfield good news, products and services, events, natural beauty, fun stuff, and more! Let's start a new trend!!

Also, please direct visitors to our new website at downtownpittsfield.com. There are updated and vibrant listings under the categories of Shop, Dine, Play and Live. Our downtown website is the perfect place to plan out a day or a week in downtown Pittsfield! Plus, there is updated parking information, blogs on current events, and links to local calendars. We have included graphics that you can embed in your website or post on your social media pages with our website link.

Let's come together and show the Berkshires and beyond how much "heart" we really have!

Sincerely,

Cheryl and Kim

Cheryl Mirer and Kimberly Gritman

Downtown Pittsfield, Inc.
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413-443-6501 | info@downtownpittsfield.com
www.downtownpittsfield.com



@downtownpittsfield

Follow us on Social Media!

Pittsfield, MA #HeartOfTheBerkshires

Our Online [TOOLKIT](#) Contains the Following Graphics:

Use them to encourage visitors to explore all that Pittsfield has to offer! And encourage the use of #HeartOfTheBerkshires!

- **Heart of The Berkshires Badges** to create your own graphics!



- **Social Media Graphics** – Square. Available as .png or .jpg



- **Website Banners or Facebook Cover Photos**- Available as .png or .jpg



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- **Website Banner** - Available as .png or .jpg

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- **E-newsletter Graphics** - Available as .png or .jpg



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Explore Local Hashtags!

Experiment with using local hashtags on your social media (Facebook, Twitter, and Instagram)!

#HeartofTheBerkshires

#PittsfieldProud

#PittsfieldMa

#PrettyPitty

#ShopLocal

#ShopSmall

#EatLocal

#TasteBerkshires

#ShopEatSpendBerkshire

#DowntownPittsfield

#DowntownPittsfieldMa

#InTheBerkshires

#VisitTheBerkshires

#CreativityLivesHere

#liveBRK

#LoveWhereYouLive

Here are some sample tweets or copy for a Facebook image:

Shop Downtown Pittsfield: <https://downtownpittsfield.com/shop/>

#ShopLocal #HeartofTheBerkshires #PittsfieldMA

Dining in the Heart of the Berkshires:

<https://downtownpittsfield.com/dine/> #HeartofTheBerkshires

#TasteBerkshires #PittsfieldMA

More Things to Do at <https://downtownpittsfield.com/play/>

#HeartofTheBerkshires #PittsfieldMA #CreativityLivesHere

Don't forget to tag us @DowntownPittsfield on Facebook and Instagram!



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