



## Home & Garden Stroll 2021 Social Media Toolkit for Cross-Promotion

### **DATE:**

Sunday, May 2, 2021 (rain date: May 16)  
11 a.m.-5 p.m.

### **WHERE:**

7700 to 8600 blocks of Germantown Avenue.

### **DESCRIPTION:**

Chestnut Hill springs to life with **Home & Garden Stroll**, transforming Philadelphia's Garden District into a safe and spread-out home and garden marketplace featuring over 50 vendors spread along Germantown Avenue.

Guests can find inspiration for landscape design, tree and lawn care, and garden displays. The **Home & Garden Stroll** will also feature furniture, home accessories, flowers, local fruit and vegetables, jewelry, clothing, and art for sale.

Visitors can look forward to family-friendly children's activities, live music, and food and drink specials at local restaurants.

Unlike previous years, the streets will remain open for traffic, and there will be fewer vendors than in the past. The scaled-back version of the event will allow visitors to spend the day at one of their favorite spring events while also staying socially distanced and safe.

### **WEBSITE:**

<https://chestnuthillpa.com/events/home-garden-stroll/>

### **SOCIAL MEDIA TAGS**

**Facebook:** @ChestnutHillPa

**Instagram:** @chestnuthill\_pa

**Twitter:** @ChestnutHillPA

**Hashtags:** #ChestnutHillPA #KeepItOnTheHill

### **DOWNLOADS**

To download **Home & Garden Stroll social media graphics & images**, click [HERE](#).

To download the full **Home & Garden Stroll fact sheet**, click [HERE](#).



*[Suggested social media posts on next page]*

## SUGGESTED SOCIAL MEDIA POSTS

### Notes:

- Wherever possible, please tag Chestnut Hill Business District using the social media handles on Page 1.
- Please use the hashtags #ChestnutHillPA and #KeepItOnTheHill.
- When sharing on Instagram, add post to your feed and stories and encourage people to visit the link in bio at @ChestnutHill\_PA for more information.

### FACEBOOK/INSTAGRAM

Chestnut Hill springs to life with an updated Home & Garden Stroll on May 2, 2021, from 11 a.m.-5 p.m.!

Philadelphia's Garden District transforms into a safe and spread-out home and garden marketplace featuring over 50 vendors spread along Germantown Avenue.

Visitors will find inspiration for landscape design, tree and lawn care, and garden displays, while enjoying family-friendly activities, live music, and food and drink specials at local restaurants.

The streets will remain open for traffic, and there will be fewer vendors than in the past. The scaled-back version of the event will allow visitors to spend the day at one of their favorite spring events while also staying socially distanced and safe.

With over 200 retailers, businesses, and 29 restaurants, #ChestnutHillPA is the perfect destination this spring, and the Home & Garden Stroll is just one more reason to make the trip!

For details, go to <https://chestnuthillpa.com/events/home-garden-stroll/> #KeepItOnTheHill

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Chestnut Hill blossoms into a socially distanced garden marketplace during the Home & Garden Stroll, Sunday, May 2, from 11 a.m.-5 p.m.!

Stroll the lush tree-lined cobblestone streets of Philadelphia's Garden District and browse through home and garden goods from over 60 vendors while enjoying family-friendly activities and live music.

While you enjoy the Stroll, sample innovative and diverse food from #ChestnutHillPA eateries, including McNally's Tavern (featuring the famous Schmitter®), Campbell's Place, Chestnut Hill Brewing Co., and MORE!

The Home & Garden Stroll is just one of the reasons to visit Chestnut Hill, which has year-round events and over 200 businesses to support.

For details, go to <https://chestnuthillpa.com/events/home-garden-stroll/> #KeepItOnTheHill

[Suggested Twitter posts on next page]

**TWITTER**

.@ChestnutHillPA blossoms into the Home & Garden Stroll on May 2, 11am-5pm!  
#ChestnutHillPA becomes a socially distanced garden marketplace feat. 50+ vendors, family-friendly activities, live music & food & drink specials!  
More info <https://chestnuthillpa.com/events/home-garden-stroll/>

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The Home & Garden Stroll transforms @ChestnutHillPA on 5/2, 11am-5pm!  
Find inspiration for landscape design, tree & lawn care & garden displays as you browse through 50+ vendors.  
Enjoy family-friendly activities, live music & food & drink specials!  
Info: <https://chestnuthillpa.com/events/home-garden-stroll/>