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# DOWNTOWN METUCHEN

## We work hard for you.

There is plenty happening in Downtown Metuchen right now. Please take advantage of a few upcoming meetings or find other ways to get involved in exciting projects and activities happening throughout the downtown!

## News Around Town

There are not one but three opportunities to grow your business. Participants in these workshops will be eligible for up to a \$250 matching grant to help you rapidly put these ideas into practice. Participation is required to be eligible for a grant. RSVP **here today** for any workshop or all three!

### **National Small Business Week Livestream Wednesday, May 8, Noon What's the Scoop, 410 Main St**

The livestream will focus on teaching the basics of advertising online with Google Ads. What local businesses can expect from the livestream:

- Real-time guidance from Google experts
- Details on different advertising campaign types
- Instructions on how to increase leads, sales, and brand awareness
- How-tos for first-time users on choosing goals and measuring success

### **Google Ad Meetup Wednesday, May 22, 4:30p Cai's Cafe, 420 Main St**

Get hands on support from MDA volunteers and Metuchen High School students to get started with Google Ads.

### **Explore Google My Business Wednesday, June 26, 5:30pm Brewed Awakening, 417 Main St**

Explore Google My Business, a free tool for local businesses, who want to connect with customers on Google Search and Maps. Get hands-on help creating or updating your business profile, and take advantage of a free website.

**RSVP today for any workshop today while space is still available!**

## MDA News and Events

### **Downtown Loves Moms, May 4**

Get ready for Mother's Day with handmade gifts, kids crafts, photobooth, and music will be just a few highlights of this promotion on the Town Plaza and New and Pearl St from noon-5pm.



### **Marco Bicego at Leonardo Jewelers**

One of Italy's preeminent jewelry designers, Marco Bicego, will be coming to our Metuchen showroom on May 10th, and **you're personally invited!**



Friday, May 10th 4:00pm-8:00pm  
665 Middlesex Avenue, #125  
Metuchen, NJ 08840

Marco Bicego is internationally renowned for his hand-engraved jewelry. His line has redefined the phrase "timeless luxury." His work transforms luxurious 18 kt gold into beautiful jewelry that blends the old world Italian craftsmanship with contemporary vision, passion and artistry.

See What's Happening Downtown

