

How long does the *Community Crawl* run?

The *Cheers & Chocolate Community Crawl* will begin at 5:00 am on April 1, 2022 and continue through midnight on April 30, 2022.

On Friday, April 29, EWP will host a cap-off event, the *Cheers & Chocolate Finish Line*, in downtown Muskegon, to celebrate a month of community support, and serve as a promotional boost for the final day (April 30).

How can I participate?

- Support EWP *and* local businesses all during the month of April by shopping, eating, drinking and enjoying all that our community has to offer—and in April, “**add \$1 to defeat sexual violence**” **when you pay your bill**. When you do, you’ll be able to add your name to one of the “dots” (pictured above), which will be displayed at each business.
- Get social with us! Share your pics of local offerings on social media with hashtags #cheerscommunitycrawl. Don’t forget to like, follow, and share our *Cheers & Chocolate* Facebook page to help us increase the reach of this community-wide event!
- Purchase boxed CIM-created specialty chocolates to enjoy! Reserve yours by 5 pm on April 22 to guarantee your box for pickup on April 29 at the *Cheers Crawl Finish Line* event.

How do I know which businesses are participating?

Businesses all across the community—in Muskegon, Spring Lake, Grand Haven, Ferrysburg, Holton, Ravenna, North Muskegon, Montague, and Whitehall—are becoming Supporting Businesses...look for their posters on display in their storefront, check their social media, or scan the QR code below to see our list that will be updated regularly!

You can invite your favorite business to participate by giving them [this flyer](#) to help them sign up at no cost!

What is the *Cheers Starting Line*?

On Friday, April 1, we plan to kick off with an event that will take place along Western Avenue in downtown Muskegon, joining together with our community partners, supporters, and sponsors for an unusual start to our Community Crawl. Follow our *Cheers* Facebook Event for details!

What is the *Cheers Pop-Up Wine Pull*?

The Pop-Up Wine Pull features 100 bottles of wine...each valuing at least \$15. For a \$20 donation to benefit EWP, you can “pull” a bottle of red, white, or rose. Each bottle is wrapped to hide its value, so you will never know until you unwrap it if you’re walking away with a bottle worth \$15, \$30, \$50, or more! **Must be 21 and provide ID.**

What is the *Cheers Finish Line*?

On Friday, April 29, EWP will host our cap-off event, the *Cheers & Chocolate Finish Line*, in downtown Muskegon, featuring West Michigan’s premiere party band Brena...this is a free outdoor event!

The *Finish Line* will also feature our *Cheers* chocolate booth offering the sale of (and pickup of pre-ordered) boxed hand-made chocolates prepared by CIM student chefs.



Scan here
for the list
of 2022
Supporting
Businesses!

Thank you for supporting us!

