



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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February 25, 2012

Community can decide location of next ‘Knox Cash Mob’

Knoxville, Tenn. — Planning for the next *Knox Cash Mob* is underway, and this time around the community has a chance to help decide which South Knoxville business will get a visit from the cash mob.

Business nominations are being accepted until noon on Friday, March 1. Then, in an online vote beginning Friday at 5 p.m., the community will have an opportunity to pick the mob destination from the top five nominees. Voting will end at 5 p.m. on Wednesday, March 6. The winning business will be announced on Friday, March 8.

“We get a lot of feedback from people with suggestions for possible cash mob locations,” said Knox County Mayor Tim Burchett. “This is a good way to get the community and local businesses directly involved in deciding the location of the next *Knox Cash Mob*.”

Nominations are being accepted online at <http://www.knoxcounty.org/cashmob>. Nominated businesses should be locally owned and located in South Knoxville. Previous *Knox Cash Mob* locations are not eligible. Knox County reserves the right to withdraw certain businesses from consideration if, among other things, the business serves a very limited clientele.

Mayor Burchett started organizing *Knox Cash Mobs* early last year in an effort to help businesses in South Knoxville affected by the Henley Street Bridge closure. The mobs eventually expanded to the rest of the county, with the *Lunch with the Mayor* series of events being organized to help local restaurants, as well.

Anyone interested in keeping up with the latest Knox Cash Mob activity can follow @KnoxCashMob on Twitter and “like” the Knox Cash Mob page on Facebook.

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