

<http://www.MSCNews.net/news/index.cfm?nk=51581>

Cash Mob Success Leads To Repeat

(KAIR)--The Atchison Community group "Young Atchison Making a Difference is hard at work encouraging others to support local businesses by participating in monthly cash mob events.

Event organizer Nikki Durkin says a cash mob is a group of people who decide to spend at least \$10 at a specific business during a certain time period. The first event was held this past weekend at the Atchison Farmer's Market. Durkin says is was really busy at the market, and "I know a couple vendors I think sold out I'm pretty sure. I think it was successful."

The success of the event has encouraged the group to repeat the event on a monthly basis. Durkin says "we've kinda decided the fourth Saturday of each month will probably be our cash mob day, depending on the business. We haven't announced the business yet because I think we will keep it a surprise, that way it's a surprise to everybody. So we will announce it probably two to three days before the actual cash mob."

Durkin says the next cash mob is scheduled to take place on September 26th.

Many Signals Communications