


# Daily Record

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## **Playing through! Morristown miniature golf fundraiser putts across downtown** *MINHAJ HASSAN DAILY RECORD*

MORRISTOWN -- The town Green and surrounding businesses resembled a recreational fair on Friday, as people putt **golf** balls at several miniature courses.

It was the debut of the Morris County Chamber of Commerce "**Sidewalk Golf Classic**," a fundraising event that was the brainchild of the chamber's business and development committee.

More than 150 people played along with the idea, and nearly 30 businesses hosted miniature **golf** courses in front of their stores, said Alyssa Bolivar, events coordinator for the chamber. She declared the promotion a success.

Businesses on Speedwell Avenue and South Street took part.

In front of the London World Connection hair salon, folks lined up during their lunch break to take a few strokes with **golf** clubs on the inclined putting green. Passersby had a big incentive to participate: Free complimentary haircuts at the posh salon.

Business owner Peter Kaphouris said men's haircuts go for \$30, and \$50 for the ladies. By early Friday afternoon, the salon had already given away about 50 gift certificates.

### **All worthwhile**

Kaphouris said the push was worth it.

"This has been one of the most successful activities the town has had," Kaphouris said. "This is an opportunity for (people) to get free haircuts and hopefully they'll like it and come back again."

Alexandra Collante was walking back to her office at Headquarters Plaza when she stopped midstream to putt at the course outside the main entrance of Century 21 department store.

"It is cool they are doing this," Collante said. She missed her putt.

One business that attracted a lot of putters was Braunschweiger Jewelers on South Street. The jewelry store was giving away a Rolex watch, valued at \$7,700, to the golfer who shot a hole in one. As of Friday afternoon, no one had qualified, but many came close, said store co-owner Kristy Braunschweiger.

### **Traffic payoff**

Even if the event didn't generate new sales, she said, it's always good to have additional foot traffic.

"We haven't had anyone buy anything, but it certainly has created a lot of excitement," she said. "We've had 47 people come in."

The money raised will go to the Business and Education Together Foundation Inc., a nonprofit organization that provides assistance through educational programs on running a successful business.

The event also had some businesses on the Green for promotion. They included the U.S. Army, real estate companies and a radio station.

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