

Choate WCI Partnership Drives Visitors to Wallingford Businesses

Recently, Choate partnered with Wallingford Center Inc., a local non-profit organization dedicated to Downtown Wallingford's economic growth and vitality, to launch several new programs.

The School introduced Taste of the Town to over 1400 parents and guardians during Family Weekend, encouraging Choate community members to dine at local restaurants over the course of the academic year. After dining at six establishments, participants return their punch cards to Cheryl Madden, Manager of Parent and Community Relations, to be entered to win a gift basket of Choate merchandise and local gift certificates.



Dorm Bites brings local dining to campus for students -- with catering options created especially for hungry teens. Participating restaurants offer these specialty menus on the school's portal for parents, guardians, and advisers looking to organize a celebration or mug night with treats from local eateries.

With the third initiative, underwritten by Choate and the Wallingford Economic Development Commission, Wallingford Center Inc. unveiled a new downtown map and business guide. Choate's newly designed campus map created by artist Maria Rabinky inspired the idea. The guide provides a visual layout and listing of downtown Wallingford businesses.

Liz Davis, Executive Director of Wallingford Center Inc., said, "As Choate and the Wallingford Center continue to build upon this partnership, both organizations are committed to making the downtown area an experience. With a focus on community, our continued collaboration is aimed at enhancing the quality of life in Wallingford."

Davis thanked Choate for all that the School does.