

Subject line: Pitch: Upper Arlington bakery celebrates its 70th anniversary with a birthday party and “sweetstakes”

Hello [insert name],

My name is [name] and I am an account associate at The PRactice, a student-run PR firm at The Ohio State University. I am reaching out to inform you of an opportunity to highlight the 70th anniversary celebration of The Original Goodie Shop, a well-loved, family-owned local bakery located in Upper Arlington.

The Original Goodie Shop will put on its own form of a classic birthday party featuring festive decorations, free samples, a balloon artist for kids, and a special “Sweetstakes” giveaway, including the grand prize of a Free Goodie of the Month for a year. The celebration will also have displays highlighting the bakery’s history, its people, and the treats that have become community favorites over the last seven decades.

The full press release is attached to this email, which includes an inside scoop on the bakery’s birthday celebration and key insights from the bakery owner. Please don't hesitate to reach out with any questions. I look forward to hearing from you!

Best regards,

[name]



NEWS RELEASE

FOR IMMEDIATE RELEASE

Oct. 1, 2025

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COMMUNITY STAPLE UPPER ARLINGTON BAKERY TO CELEBRATE 70TH ANNIVERSARY

Family-owned bakery, The Original Goodie Shop, will celebrate its 70th anniversary with a community birthday celebration on October 18, 2025, from 3 p.m. to 6 p.m. at 2116 Tremont Center, Upper Arlington. The store intends to showcase its popular treats, host a ‘sweetstakes’ and celebrate the rich history of the shop.

Guests will be able to step into a cheerful celebration as The Original Goodie Shop transforms into a classic birthday party. Platinum, black, and gold decorations will set the scene as we celebrate the bakery’s history, the people behind it and the treats that have become community staples.

To thank the community for 70 years of support, The Original Goodie Shop will also be hosting a ‘sweetstakes’ where 3 winners will take home one of three prizes: Goodie Shop merchandise, a free decorated ¼ sheet cake to enjoy in the future, or the grand prize of winning a Free Goodie of the Month for a year! Customers can enter by visiting the store or posting a photo, past or present, enjoying Goodie Shop treats by tagging the bakery on social media with the hashtag #GoodieShop70. Complete rules will be available on the shop’s social platforms.

“We are truly grateful to be celebrating 70 years in business. It means everything to us that our customers have welcomed us into their lives through every celebration from birthdays and anniversaries to after-school treats,” said Miranda Smith, co-owner of the bakery. “Thank you for helping us create sweet memories for you and with you over the decades.”

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In addition, free samples of popular treats will be given out all week leading up to the party, and free birthday cake slices will be served during Saturday's party. A balloon artist will also be there Saturday to keep younger visitors entertained, making the celebration fun for all ages.

The bakery will be open Monday - Friday 7 a.m. - 6 p.m., Saturday 7 a.m. - 5 p.m., and remains closed on Sunday.

More information regarding menu options, pre-orders, and dietary restrictions can be found at <https://www.theoriginalgoodieshop.com>.

About The Original Goodie Shop:

The Original Goodie Shop, initially called Tremont Goodie Shop, was founded by Bill Wood in 1955 and purchased by Debbie Smith's father, James Krenek, in 1967. The bakery was handed down to Smith in 1993 and was then handed over to her sister in 2006, who closed the shop after the recession in 2009.

In 2009, Smith, with endless support from her family and community, purchased the bakery through an auction and reopened it as The Original Goodie Shop. The bakery has remained active since, with the help of Smith's two daughters, Emilie and Miranda Smith, third-generation owners.

After nearly 70 years in business, the shop expanded a second time within Tremont Center. The first expansion occurred in 1993 when The Original Goodie Shop took over space from popular men's clothing retailer Walkers. Now, they are officially celebrating their 70th year of being a staple business within Upper Arlington's Tremont Center.

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Source List:

Emilie and Miranda Smith, Co-owners of The Original Goodie Shop:

Tremontgoodieshop@gmail.com

The Original Goodie Shop: <https://www.theoriginalgoodieshop.com>