



Welcome to Our Shoppers Club!

By now, you've no doubt found the membership card and fobs bagged with this magazine. I hope you have already put the card in your wallet and a fob on your keychain. There are additional fobs for other members of your household, so please, make sure they attach them as well.

The Bloom Magazine "5 and 10" Shoppers Club is free to you and free to the 50+ businesses that have already signed on. Each business owner has committed to offering you a 5% or 10% discount on practically everything in their shops and restaurants (for the few exceptions and a list of participating businesses, see page 60). Undoubtedly, more businesses will be joining the program in the coming months. To keep you up to date, we will be publishing a complete list in every future issue of *Bloom* and weekly on our website magbloom.com. The savings program is good for a full year.

The purpose of the Shoppers Club is simple: to give you a break in the midst of this recession and to help our locally owned businesses compete against the big chains.

Every time you step into a locally owned store or restaurant that's part of the Club, you are assured of at least a 5% discount—and more, in many cases. So, the next time you go shopping for that holiday gift, or for a couch, warm sweater, book, or kitchen appliance, remember the Club. And every time you and your family go out to eat, consider a restaurant on the list. There's a special "deal" waiting for you.

Saturday, October 16 Is "Take A Picture Day"

So you think you're a photographer. You think you have an eye for what makes a picture special. Well, here's your opportunity to prove it and have your work published in *Bloom Magazine*.

By popular demand, *Bloom* is holding another "Take A Picture Day" on Saturday, October 16. We invite all of our readers to take photos in and around Bloomington between 12:01 am and 11:59 pm on that day and then submit them to us. We will pick approximately 40 pictures to publish in the magazine and hundreds more will be posted on our website magbloom.com (for details, see page 12).

The first "Take A Picture Day" was held in summer 2008. This time we've chosen an autumn day—so think foliage, lots of foliage. We plan to hold two more such events, one in spring and one in winter. In the end, we will then have a fabulous collection of photographs depicting life in our town through all four seasons.

Lotus Festival on Magbloom.com

Check out our website magbloom.com. There you will find a terrific slide show of the recent Lotus Festival by photographer Sevil Mahfoozi. Also on the website, there are more pictures from our stories on tattoos and the wonderful work the IU School of Medicine is doing in Kenya.

Enjoy the issue.

Malcolm Abrams
editor and publisher