

FOR IMMEDIATE RELEASE

"SUPER" MARKETING FOR THE CIRCUS

With inflation and ever escalating food prices, the weekly trip to the grocery store has become a frightful chore, a nightmare of fleeting dollars for the average family. With that in mind, think of how you would feel if your weekly shopping list looked like this:

300 pork chops	60 lbs. Sausage
75 lbs. Chuck Roast	75 lbs. Stew Beef
80 lbs. Ham	75 lbs. Round Steak
80 lbs. Turkey	75 Roasting Chickens
30 gallons milk	100 lbs. Carrots
8 cases iceberg lettuce	40 lbs. Apples
40 lbs. Rice	100 Loaves Sandwich Bread
150 lbs. Potatoes	50 lbs. Coffee
90 dozen eggs	50 lbs. Flour

plus 500 pounds of oats, a quarter ton of sweet feed, a ton of straw, seven tons of hay, newspaper, radio and TV advertising, mechanical parts, fuel, two 20-yard dumpsters and much, much more?

That's part of the shopping list that confronts the Marketing Director for the Cole Bros. Circus when shopping for the Circus family. This includes an entourage of nearly 200 people-- front office personnel, management, labor crew, circus performers, musicians, electricians, mechanics and concession vendors. In addition to the human contingent, there are the animals:

horses, white, golden tabby and Royal Bengal tigers, ponies and performing dogs and cats, and a whole slew of pets. And all of them get hungry.

To take care of the Circus family, the Marketing Director arrives in town almost a month before the start of the circus engagement. Among the many things that occupy the Marketing Director's attention, one of the heftiest problems is waste. All that sawdust isn't just for decoration; it's also for absorption, sort of like giant kitty litter. The animals alone can generate enough waste to fill a twenty-yard dumpster. Diesel fuel for the Circus fleet of nearly thirty trucks and for the electric generators must be ordered. Water, too, is vital, and an ample supply of fresh, clean water must be available for the families and the animals that travel with the circus.

In addition to all the shopping, the Marketing Director must arrange to have a veterinarian on call in case the Circus animals need treatment during the Circus engagement. Cast and crew may also require medical services and the Marketing Director often schedules physician or dentist's appointments for people who travel with the Circus.

Circus expenses exceed \$30,000 per day of exhibition; about half that amount is spent locally. In order to satisfy the requirements of the circus' head chef and its keen-eyed accountant, the Marketing Director must locate suppliers with the best quality food and merchandise at the lowest possible price. If you see a vehicle with Florida plates pull into a space in the shopping center parking lot and notice a slightly frazzled-looking shopper emerge; feel free to offer words of encouragement. It's just the Circus Marketing Director out for a pleasant adventure in shopping for the family.

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