



DECATUR REGIONAL  
CHAMBER OF COMMERCE

### Barbie-pink Takes Over

Moviegoers are expected to flock to theaters this weekend for the release of *Barbie*. Marketing expenses have reached over **\$100 million**, and businesses are getting in on the action over this highly anticipated summer film.

*Barbie*'s parent company, Mattel, has brokered partnerships with over **100 brands** to put the signature hot-pink hue on full display. Whether it's a dedicated dreamhouse renovation show or a pink gaming console, consumers can purchase a piece of the plastic pop culture phenomenon regardless of age.

The movie is part of a larger growth strategy to get "everyone playing with Barbie," according to Mattel President & COO **Richard Dickson**, by expanding the brand outside the doll, affirming the connections between intellectual property, product, nostalgia and entertainment.

The movie hype allows small businesses to expand their marketing efforts and invite consumers to "Let's Go Party," with a special pink cocktail, a featured pink promotion and more.

### In Other News

New **unemployment claims** fall to lowest level in two months.

Governor Pritzker calls for a **Census review** in Illinois.

Elected officials across the state **react** to the Supreme Court's ruling upholding the SAFE-T Act.

Sale of previously occupied homes in the U.S. hits **slowest pace** since January.

A winning \$1.08 billion **lottery ticket** is sold in California.

Amazon, Google, Meta, Microsoft and other big tech firms agree to **AI safeguards** proposed by the White House.

U.S. retail sales rise **.2 percent** in June.

Governor Pritzker concludes a trip to **Great Britain** pursuing potential partnerships with electric vehicle and equipment manufacturers.

Local legislators **react** to the Illinois Supreme Court's ruling on the SAFE-T Act.

Decatur City Council votes to **extend** the moratorium on new video gaming licenses.

Decatur consumers **speak** on Ameren's proposed rate increases at ICC event.

The Decatur Public Schools Board of Education will host a **special meeting** on Dennis School Monday, July 24.

### Bids and RFPs

Macon County: **Voice Over IP (VoIP) Telephone System**

City of Decatur: **Current RFP list**

Village of Mt. Zion: None at this time.

Decatur Park District: None at this time.



