**Social Media Caption Samples**

**1.** 🍨 Sign Up. Chill Out. Win!
The Ice Cream Trail is here—just in time for summer. Sign up for FREE and be entered to win a sweet prize basket filled with ice cream-themed goodies!
📲 <https://visithendersonvillenc.org/ice-cream-trail>

**2.** We’re a stop on the Ice Cream Trail! 🍦
Sign up for the free digital pass, check in while you explore Hendersonville’s best frozen treat spots, and you could win an exclusive Ice Cream Trail prize basket!
📍 Sign up here: <https://visithendersonvillenc.org/ice-cream-trail>

**3.**☀️ Stay cool this summer with the Ice Cream Trail!
✅ Sign up
🍧 Visit sweet spots like [Your Business Name]
🎁 Get entered to win an ice cream-themed prize basket
Free, fun, and full of flavor: <https://visithendersonvillenc.org/ice-cream-trail>

**4.**On the Trail? Check in here! ✅
Use the free Ice Cream Trail digital pass and explore the coolest treats in Hendersonville.
🍨 <https://visithendersonvillenc.org/ice-cream-trail>

**5.**🍦 Just one scoop away from summer fun!
Sign up for the Hendersonville Ice Cream Trail, visit participating spots, and get automatically entered to win sweet summer swag!
➡️ <https://visithendersonvillenc.org/ice-cream-trail>

**Newsletter/Email Blurb Samples**

**General:**
**Explore the Ice Cream Trail**
Celebrate summer with the new digital Ice Cream Trail—Hendersonville’s sweetest adventure! Sign up for the free digital pass, visit participating local ice cream shops, and you’ll be automatically entered to win a prize basket full of Ice Cream Trail merch.
🍦 Learn more and sign up here: <https://visithendersonvillenc.org/ice-cream-trail>

**Limited-Time Push:**
**Don’t Miss Your Chance to Win!**
Sign up for the Hendersonville Ice Cream Trail before **August 18** and your email will be entered into a sweepstakes to win a prize basket packed with sweet prizes.
🍧 Sign up here: <https://visithendersonvillenc.org/ice-cream-trail>