

## Website



## Twitter Page



## Facebook Page



## Web Ads



## Bus Transit Cards



## Poster and Flyers



## CHALLENGE

Starting on April 1, 2011, the Greater Lansing region introduced First Fridays. The program was designed to get more people out exploring all of the great dining, shopping, entertainment and special events that Greater Lansing has to offer. It was also designed to add interest to the region, raise awareness of its offerings and spur economic development by attracting more people to local businesses.

## SOLUTION

Through community outreach and a vibrant and engaging website, Pace gained overwhelming support from local businesses to get the program off the ground. Collateral materials such as t-shirts, buttons, and flags were created to help the event gain momentum in the community. Print and web advertisements and an aggressive social media effort were implemented to create awareness and get the community participating.

## RESULTS

First Fridays continues to gain community support as more sponsors jump on board and offer great deals to the community. The website sees growing traffic, along with a strong and active social media following on Facebook and Twitter.

COMMUNICATIONS

