

# President's Highlights March 10, 2011



**These are the President's Highlights for March 2011.**

## PARKS AND RECREATION - 2011



### Spring Marketing Campaign

**You're soon going to be seeing lots of advertising for Parks and Recreation promoting the many activities, classes and programs we offer.**

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### Utilizing:

- TV
- Radio
- Print
- Transit
- Outdoor



**The Spring Marketing Campaign uses TV, radio, print ads, transit bus signage and outdoor boards.**

**The message is focused on getting out there and getting involved In physical activities.**

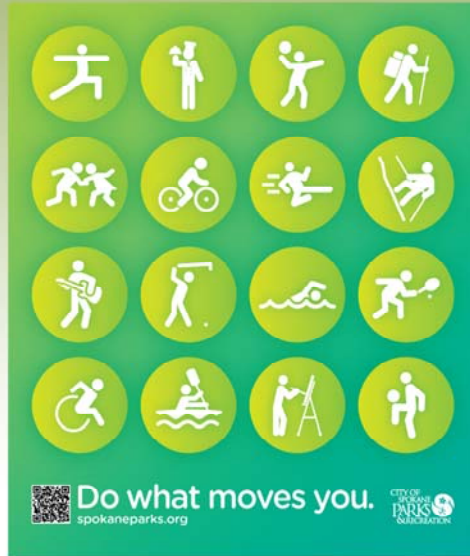
**Camps are also featured including the many Summer Day Camps for kids.**

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**And ... escaping “the indoors!”**

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**“Do what moves you!”**

**That’s the basic message we want to get out to people of all ages.**

**As you can see, there’s really something for everyone!**

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So, are you ready to rock? (as in “climbing” as well as “music”).

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**Go ballistic.**

[spokaneparks.org](http://spokaneparks.org)



**Get your kicks.**

[spokaneparks.org](http://spokaneparks.org)



**Lap up some fun.**

[spokaneparks.org](http://spokaneparks.org)



**And don't forget aquatics where you can really "lap up some fun!"**

## PARKS AND RECREATION - 2011



And here is a key component of the spring marketing campaign... an STA bus wrapped with a call to action that really can't get any more simple than this...

**“Get Out!”**

The bus wrap makes its debut this month and you'll see it all through the summer on various STA routes.

## PARKS AND RECREATION - 2011



In conclusion, we invite you to “spring into action” by checking out the many activities available via the Parks and Recreation web site.

[www.spokaneparks.org](http://www.spokaneparks.org)

# Park Board March 10, 2011



**This concludes the President's Highlights for March 2011.**