

alissa  
howard

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# **GRAPHIC DESIGN**

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# advertisement (insert)

Back:

Front:

**FOR FAMILIES YESTERDAY AND TODAY**

Davis Vision members enjoy the lowest possible out-of-pocket cost because our integrated business model leverages wholly-owned labs.

We are the only managed vision care company built to decrease mark-ups and keep money where it belongs - in the pockets of our members.

This value-driven mentality we've championed since the beginning continues to resonate with hard-working Americans, and our first employer group is still with us today.

**WELCOME TO A BETTER VISION PLAN.**

DAVIS VISION  
1 (800) 283-9374

davisvision.com  
1 (800) 283-9374

Inside spread (bifold):

**SEE THE DIFFERENCE**

Providing great vision care benefits is simple when you place your customers first. Davis Vision members enjoy the lowest out-of-pocket cost with unparalleled choice and access to high quality eye care and eyewear. Our benefits are simple to understand and easy to use with plan options that give members more.

**OUR NETWORK**

You don't have to be the biggest to be the best, that's why we strategically built our network with our members in mind - it's the optimal balance between Independent Providers and Retail Stores. Our Network team recruits the best optometrists, ophthalmologists and retail partners to provide quality care to members across the country. With 4 of the 5 leading national retailers in-network and an enhanced allowance at our sister company, Visionworks, it's not hard to see why 97% of our members choose an in-network provider.

63% INDEPENDENT  
37% RETAIL

OVER 50,000  
POINTS OF ACCESS

9%  
AVG. ANNUAL GROWTH

**OUR HISTORY**

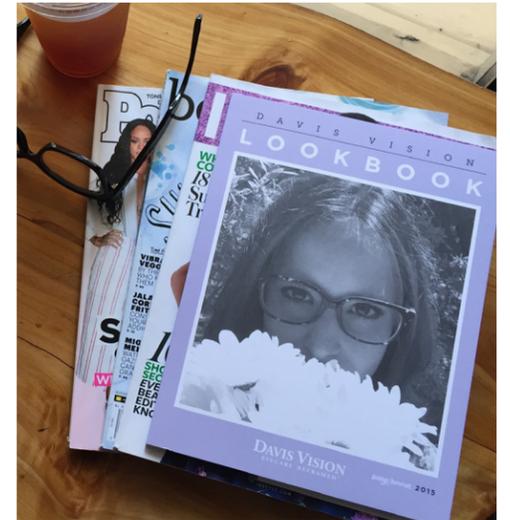
- 1917** Davis Optical is founded as a family owned, New York based retailer.
- 1964** We begin to provide group benefits with dedicated lab services.
- 1981** The Exclusive Collection of frames is first introduced.
- 1987** Our first manufacturing facility opens in Flammenv, New York.
- 1996** Highmark acquires Davis Vision and the integrated model is born.
- 2006** Highmark acquires Eye Care Centers of America.
- 2011** Headquarters moves to sunny San Antonio, Texas.
- 2013** Our 12,000 square ft., state-of-the-art lab opens in west San Antonio.
- 2015** Membership grows to over 22 million lives and more than 10,000 clients.
- TODAY** Our sister company, Visionworks, has over 700 stores and growing.

# spring look book

The Spring Look Book was a promotional tool designed to help the Davis Vision Sales team better position the brand and subsequent retail component better in the market.

The tool was also used by Client Management and distributed to current clients for their membership bases across the United States.

Both today, and at the time of publication, Davis Vision provides managed vision care benefits for over 22 million members nationwide.



**member EXPERIENCE**

**ROSEMARIE**  
"I just had to tell someone about the wonderful knowledge, patience, friendliness, politeness, and willingness to help I experienced while speaking with Davis Vision customer service. It was unlike anything I've ever experienced elsewhere."

**RAYSHONE**  
"What an excellent and dedicated customer service experience. It wasn't just what was said, it was HOW it was said. It was an above and beyond effort. I will take full advantage of my Davis Vision benefits and let my friends and co-workers know to as well."

**HELGA**  
"Customer service went way that way to resolve my issue were very helpful. I am very grateful for the Davis Vision customer service team."

**WE WANT YOU to share your Davis Vision experience with us!**  
Share your feedback today by scanning this QR code or visit [dvtv.davisvision.com](http://dvtv.davisvision.com)

**What's this?**  
This symbol means you've found one of the 222 frames available to you as part of our Davis Vision Exclusive Collection. These frames are available to you at incomparable value and extra low out-of-pocket cost at select providers.

**DAVIS VISION EXCLUSIVE COLLECTION**

**HAVE YOU SEEN DVTV?**

WATCH THIS SPACE TO EASILY FIND THE LATEST & GREATEST FEATURES ON DVTV

**socialeyes with DVTV**

We're tweeting, pinning, posting, and 'gramming away - won't you join us? Find a quick overview of our newest online presence below and follow us for exceptional access to your all of your eye care and eyewear needs.

**@DavisVisionInc:** We've joined this global conversation starter to better hear our plan members and stay up to date on breaking eye care news.

**#MyDV:** Davis Vision Inc. We're sharing how we see the world. How are you seeing it? Use hashtags #MyDV and #DavisVision.

**#DVTV:** From busy friends in frames to recipes focused on eye health, there's something for everyone on our boards.

Davis Vision's newest digital space for plan members and anyone hoping to learn more about eye care, eyewear, and Davis Vision's products and services is DVTV. Visit [dvtv.davisvision.com](http://dvtv.davisvision.com) or scan the QR code on the back cover to visit today!

STAY CONNECTED WITH US • DAVISVISION

# AQUARIUS

A LIFE & STYLE SHOP

## logo redesign

Original logo:



Aquarius, a San Antonio women's life & style boutique, underwent a re-brand and logo redesign in early 2016 just before the store moved into a new space.

Above is the original logo (left) and the final and current logo (above right). To the immediate right is an illustration of the new store location.

New logo:



## instagram post design



Instagram images for trunk shows with (left to right) Tuleste, Ampersand as Apostrophe, + Mirth

## website redesign



We recently redesigned the website to be simpler, cleaner, and incorporate e-commerce.

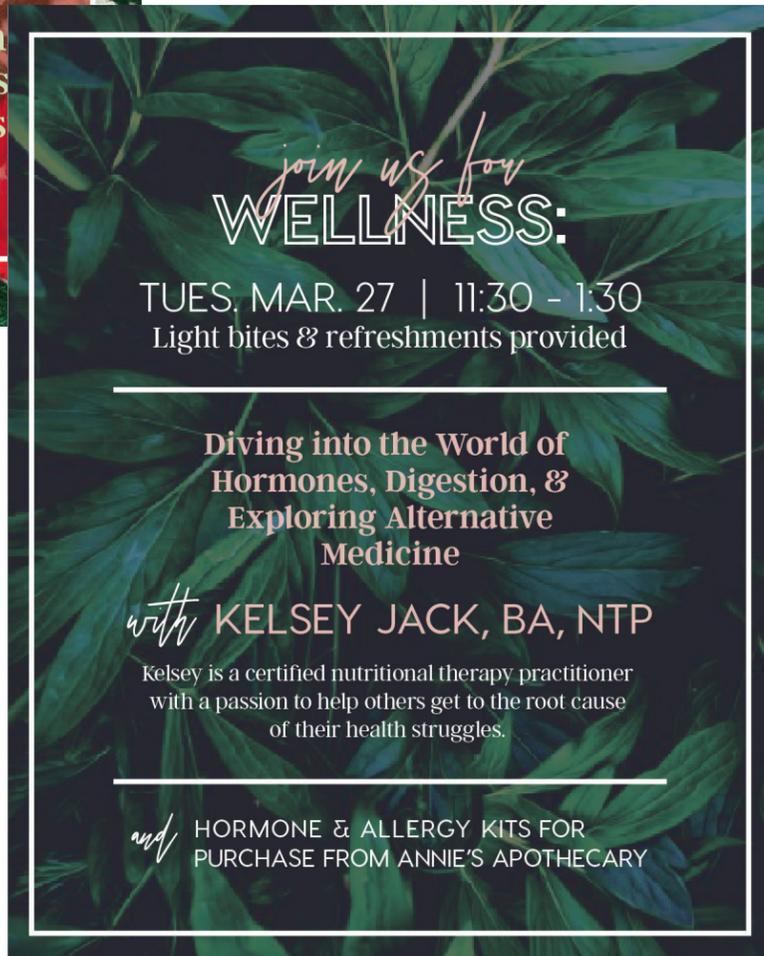


Instagram images for (left to right) Valentine's sale, Natalie Martin trunk show, + customer feedback

# promotional emails



Left: Aquarius and goop product launch + skincare event for Fiesta



Right: Aquarius wellness event



Left: Aquarius event with Houston-based line, Mirth



Right: Aquarius spring cleaning sale

## red dot art sale

Below: front and back invitation (four-fold)



## black tie bingo

Below: logo design, on wall



Below: materials suite for Black Tie Bingo

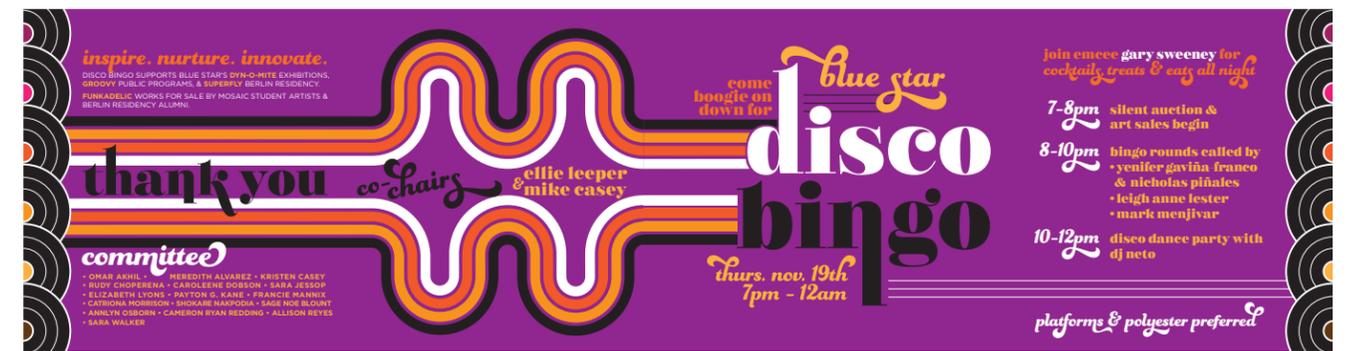


## disco bingo



Left: envelope design  
Above right: Save the Date

Below: front and back invitation (four-fold)



# Schilo's

## menu design

**Schilo's**  
SINCE 1917  
pronounced "shē-lows"

The oldest restaurant in San Antonio!  
A CENTURY OF GERMAN-TEXAN FARE.

**SOUP** CUP | \$2.95  
BOWL | \$4.95

**FAMOUS SPLIT PEA**

**POTATO SOUP** loaded baked flavor

**TOMATO SOUP** hearty basil bisque

+ add frank or wurst to a bowl | + \$2.00  
+ add a cup of soup to any plate | + \$1.95

**START WITH SOME DEVILED EGGS!** \$6.00 (for 6 halves)

**CHEF SALAD | \$8.45**  
Large garden salad topped with ham, turkey, swiss, and egg

**COBB SALAD | \$8.95**  
Chicken chunks in our garden salad with diced eggs, avocado, and blue cheese

+ add a side garden salad to any plate | \$2.95

**SCHILO'S SAMPLER | \$10.45**  
choice of 3 sausages and 2 cheeses

**SAUSAGE PLATTER**  
Bratwurst, Cheddarwurst, Knockwurst, Polska Kielbasa, German Knackwurst, Franks

1 SAUSAGE | \$8.50  
2 SAUSAGE | \$9.50  
3 SAUSAGE | \$10.50

**KRAUT DOG | \$7.50**  
Frank on a toasted bun with kraut, served with your choice of side.

**POLISH NEIGHBOR | \$7.50**  
Polish sausage on a toasted bun, served with your choice of side

**HOT PRETZELS | \$5.25**  
2 large baked pretzels with our famous hot mustard

**TAKE OUR FAMOUS hot mustard HOME**  
8 OZ. JAR | \$4.95

*the classic*  
**SNIDWICHES**  
served with chips

**SCHILO BURGER | \$7.25**  
Angus blend patty on a french roll with lettuce, tomatoes, red onion and pickle

**GRILLED HAM & CHEESE | \$8.25**  
Smoked ham with swiss cheese on rye

**SUBMARINE | \$9.45**  
Salami, turkey, pastrami, american, swiss, jack, lettuce and tomato

**VEGETARIAN | \$7.25**  
Cucumber, cream cheese, avocado, lettuce and tomato on a croissant

**CROISSANT SANDWICH | \$7.50**  
Chicken or tuna salad on croissant served with lettuce and tomato

bacon | \$1.25 + add avocado | \$1.50

**SCHNITZEL**  
served with your choice of side

**HANCHENSCHNITZEL | \$8.45**  
Breaded and pan-fried chicken

**SCHWEINESCHNITZEL | \$8.45**  
Breaded and pan-fried pork-loin

**WEINERSCHNITZEL | \$8.85**  
Breaded and pan-fried veal

ask your server to make it a sandwich!  
+ add gravy to make it a "Jaegerschnitzel" | \$1.00

A generous person will prosper; whoever refreshes others will be refreshed. PROVERBS 11:25

*build your own*  
**SANDWICHES**  
Your choice of bread, 1 meat and 1 cheese. Served with chips and your choice of mayo or mustard, lettuce, tomato and onion | \$6.25

**BREADS**  
Rye, White, Wheat, Sour Dough

**MEATS**  
Hard Salami, Corned Beef, Pastrami, Smoked Ham, Roast Beef, Turkey

**CHEESES**  
Swiss, Cheddar, Monterey Jack, Provolone, Pepper Jack, Pimento,

+ add extra cheese | \$1.00

**SIDES**  
german potato salad  
green bean casserole  
steamed spinach  
carrot salad • seasonal fruit  
deviled egg • red cabbage  
sauerkraut • homefries

+ add to any order | \$2.15

**KIDS MEALS**

**OUR HISTORY**  
SCHILO'S STARTED AS A SALOON IN THE 1900s in the saloon and his family to San Antonio in 1914 and recipes a few years later in 1917. Her timing was perfect all saloons. In 1942, Schilo's moved to its current location bank. In fact, the original bank vault is now a walk-in coolers. The Lyons family purchased the establishment in 1980 and he tradition of hard work, good cooking, and having fun. N operating restaurant in San Antonio.

**DRINKS**

**SODAS & LEMONADE | \$2.75**  
Pepsi, Diet Pepsi, Sierra Mist, Dr. Pepper, Diet Dr. Pepper

**SPECIALTY BOTTLED DRINKS | \$2.95**  
LIFE WTR, Mexican Pepsi, Orange Crush, Stubborn Agave Vanilla Cream Soda or Black Cherry Soda

**ICED TEA, SWEET TEA, HOT TEA, COFFEE | \$2.75**

**SMALL JUICE OR MILK | \$2.25**  
**LARGE JUICE OR MILK | \$3.25**  
Juice: Apple, Orange, or Cranberry  
Milk: 2%, or Chocolate

**DRAFTS** PINT | \$5.25  
PITCHER | \$18.00

**TEXAN BEERS**

**ALAMO GOLDEN ALE**  
American blonde ale brewed by Alamo Beer Co. in San Antonio, TX • ABV 5.1%

**BREAKFAST**  
served all day, every day!

**PAPA FRITZ BREAKFAST | \$7.95**  
2 eggs, hash browns or grits, toast or biscuits, and ham, bacon, or breakfast sausage  
+ OR substitute bratwurst for meat | \$1.50

**MAMA SCHILO BREAKFAST | \$5.25**  
1 egg toast, or biscuit, and ham, bacon or breakfast sausage

**POTATO PANCAKES | \$6.25**  
3 traditional potato pancakes grilled crisp and served with applesauce

**BREAKFAST SANDWICH | \$6.25**  
Scrambled egg, bacon, and cheese served on a croissant

**BOWL OF OATMEAL | \$4.25**  
Large bowl of oatmeal freshly made, sprinkled with cinnamon, and served with raisins & brown sugar on the side

**PIONEER BISCUITS & SAUSAGE GRAVY | \$4.15**  
2 fresh biscuits served with creamy sausage gravy

**PIONEER BUTTERMILK PANCAKES | \$7.25**  
3 fluffy pancakes made from scratch served with syrup with one egg and your choice of bacon, ham or breakfast sausage.

**FRENCH TOAST | \$5.50**  
2 pieces of Texas toast dipped in batter, grilled, and dusted with powdered sugar & cinnamon

+ 1 egg | \$1.00  
+ hashbrowns, grits, or seasonal fruit | \$2.15  
+ ham, bacon, or sausage | \$2.50  
+ bagel and cream cheese | \$2.75 + brat | \$3.50

**PROST! NOW SERVING mimosas!**  
Every Day! | \$4 ALL DAY

all major credit cards  
**ACCEPTED**  
18% service charge added  
FOR PARTIES OF 6 OR MORE

**BREAKFAST TACOS**  
served with red salsa or Casa Rio's famous tomatillo salsa

**BEAN + CHEESE | \$1.75**  
**POTATO + EGG | \$1.75**  
**BACON + EGG | \$1.95**  
**SAUSAGE + EGG | \$1.95**  
+ add cheese for \$.50  
+ add avocado for \$1.50

**OMÉLETTE** \$8.50  
Made with 2 eggs & your choice of 3 ingredients:  
• tomatoes • onions • olives  
spinach • salsa • bacon  
ham • cheese  
+ add extra ingredient for \$.50  
+ add sliced avocado for \$1.50

**come on in, WE'RE OPEN!**  
SUN. - WED.  
7:30AM - 2:30PM  
THURS. - SAT.  
7:30AM - 7:30PM

**DON'T FORGET YOUR SCHILO'S MERCHANDISE!**  
FIESTA MEDAL \$8.00  
MUSTARD \$4.95  
TSHIRT \$12.00  
BASEBALL CAP \$10.00

**contact us FOR YOUR NEXT PARTY & EVENT NEEDS**  
INCLUDING BREAKFAST BUFFETS!

WWW.SCHILOS.COM | (210) 223-6692 | @schilosdeli





## go texan restaurant campaign



Above: Go Texan promotional menu board for fast casual restaurant chain in Midland and Odessa, JumBurrito  
Right: Go Texan email for JumBurrito



## gift card artwork



Above: gift card artwork

## table tent design



Table tent design for the Spring 2018 promotional marketing campaign.

Revolutionary Rewards members (their frequent customer rewards platform) could earn double points on purchases within a certain time period.

## holiday restaurant campaign



Above & right: Holiday menu board and email promoting JumBurrito's partnership with the West Texas Food Bank





## employer partner treatment voucher



A SPECIAL OPPORTUNITY FOR CAC MEMBERS

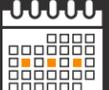
experience AIRROSTI

# AT NO COST

Airrosti's outcome focused care leads to rapid recoveries & lasting results—while helping patients avoid MRIs, pharmaceuticals, surgeries, and other costly procedures. Airrosti providers are experts at eliminating chronic pain & resolving most spine, joint, & soft-tissue conditions.

EMAIL  RSVP5@airrosti.com **or** CALL  (800) 404-6050 & mention this voucher

*to schedule your*  
FIRST APPOINTMENT, ON US.

|  |   |  |
|--|---|--|
|  <h2>3.1</h2> <p>AVERAGE NUMBER OF VISITS TO COMPLETE INJURY RESOLUTION</p> | <h2>4778</h2> <p><del>SURGERIES PREVENTED</del><br/>AS REPORTED BY PATIENTS</p> | <h2>99.7%</h2> <p>OF PATIENTS WOULD RECOMMEND AIRROSTI TO FRIENDS &amp; FAMILY</p> |
|--|---|--|

**COMMON CONDITIONS SUCCESSFULLY TREATED**

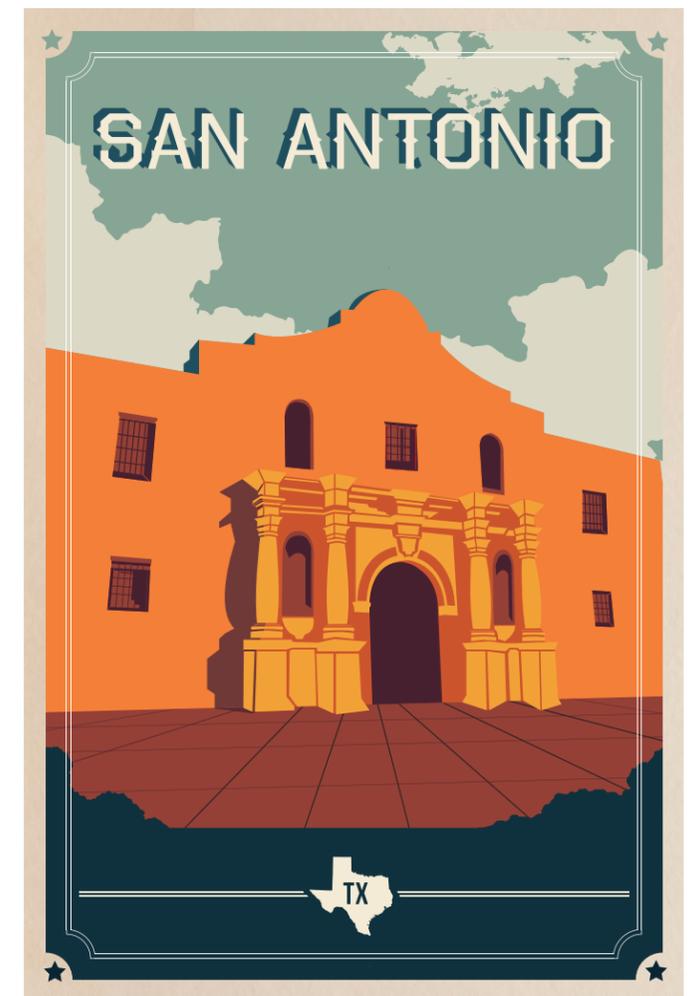
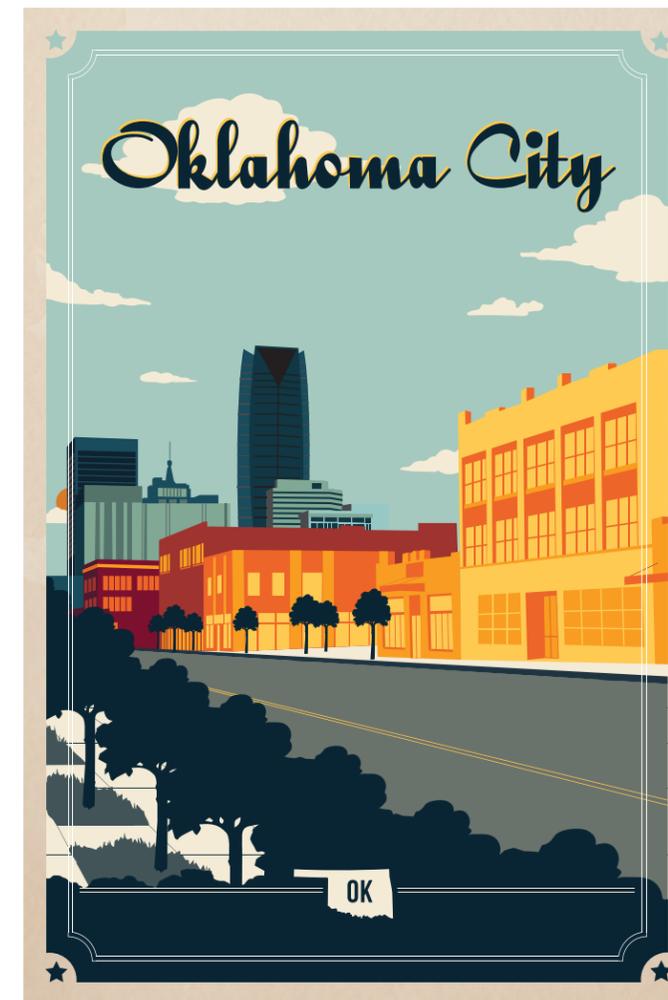
|   |   |   |   |   |   |   |  |
|---|---|---|---|---|---|---|--|
|  |  |  |  |  |  |  |  |
| HEADACHES   | BACK PAIN   | SHOULDER PAIN   | ELBOW PAIN  | KNEE PAIN   | ANKLE SPRAIN  | CARPAL TUNNEL   | FOR OTHER CONDITIONS, CONTACT YOUR AIRROSTI PROVIDER                                 |

8 area locations, including 1 within the US Bank Building downtown!  
FIND THE LOCATION NEAREST YOU & LEARN MORE AT AIRROSTI.COM



>>> Won GDUSA Health & Wellness Award for “Direct Mail”

## corporate event posters



>>> Each poster won a GDUSA Graphic Design Award for “Poster”

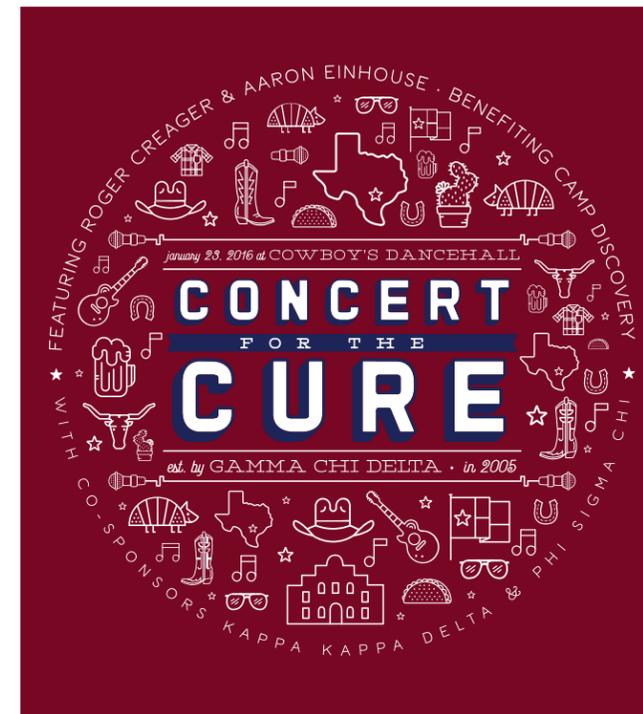


## event + promotional items

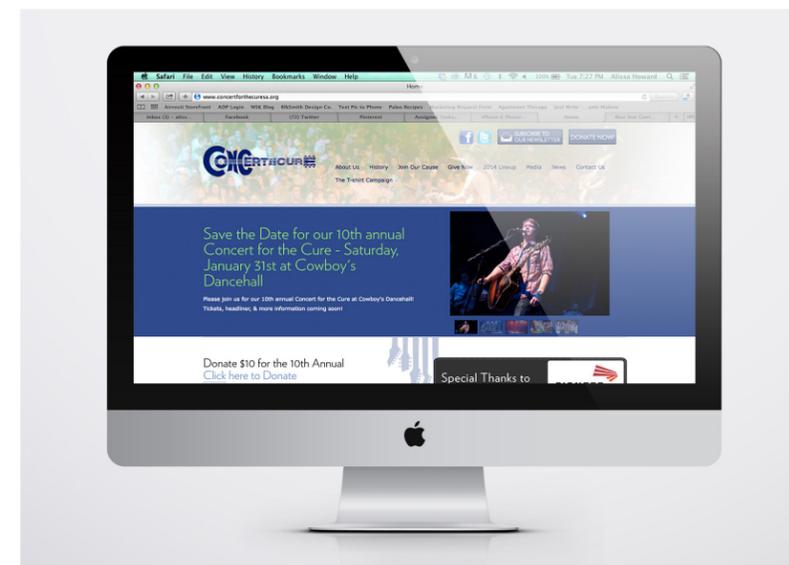


Concert for the Cure raised over \$180,000 for Camp Discovery, a summer camp for children affected by cancer.

Above are images of promotional materials for the 8th, 9th, and 10th annual concerts.



## web design



Above: Promotional art / visual theme for the final concert in 2016 featuring Roger Creager.

Left: Concert for the Cure had three different websites from 2007 to 2016.

When transitioning and building this new site, we focused on using photography, a streamlined digital donation process, and integrating the social media accounts directly into the website.



SPECIAL DONATIONS MADE IN HONOR OF

- ★ CORDELL BROWN
- ★ KAT DAVIDSON
- ★ TRAVIS DAVIS
- ★ PAULINE GOLBORNE
- ★ WILLIAM F. HAGEN
- ★ CLAYTON HEESTAND
- ★ ALMA MADISON
- ★ CATHERINE RICHARDSON
- ★ HUGH RICHARDSON
- ★ MARY ELLEN SETTLE
- ★ JOHN STILES
- ★ AMY WALTON
- ★ NANCY WILD
- ★ MAURICE WINTER

*thank ya kindly* ALAMO KIWANIS CLUB,  
DATAWEB & THE TRINITY UNIVERSITY  
STUDENT GOVERNMENT ASSOCIATION



# **PR + MEDIA**

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# press release



FOR IMMEDIATE RELEASE  
Oct. 14, 2011

Contact:  
Vanessa Hurd  
(210) 562-0151  
Claudia Castillo  
(210) 771-6780

## Charles Butt donates \$20 million toward new San Antonio Children's Museum

*Children's Museum acquires property on Broadway, planning to open new location in District 2, SAISD*

**SAN ANTONIO** — Charles Butt, chairman and CEO of H-E-B and a longtime champion of education, committed a personal donation of \$20 million toward a new San Antonio Children's Museum. Butt's donation, the largest personal gift he has given, helped the 16-year-old Children's Museum acquire property at the intersection of Broadway and Mulberry Avenues, where it plans to build a \$45 million master planned Children's Museum. The museum's rapid and consistent growth — admissions are up 36 percent and membership has tripled since 2008 — demonstrates the demand for its services and the support for a more significant institution.

"San Antonio children are tops and they deserve a first-class children's museum," said Butt. "When properly done, children's museums contribute significantly to the creative development and education of our young people. Houston, Dallas and Indianapolis have particularly outstanding children's museums, which serve as learning centers for the early childhood set. San Antonio is too large a city not to have one, and if we are committed to improving education, the time is now to create a newer, larger children's museum of national caliber accessible to all children in San Antonio."



The new 70,000-square-foot Children's Museum will serve at least twice the number of children it currently serves at its downtown location, which is limited by both space and the cost and scarcity of parking. A relocation committee identified

a former car dealership in San Antonio's District 2 and the San Antonio Independent School District as the preferred location of the new Children's Museum. The City of San Antonio actively participated in the site selection process. The new location places the Children's Museum in the same corridor as several other cultural institutions, including the San Antonio Museum of Art, Witte Museum, San Antonio Zoo and San Antonio Botanical Garden.



"To achieve our vision of becoming a premier educational resource, the Children's Museum requires a newer, larger, exhibit-rich space that is widely accessible to children from all parts of the city and surrounding area," said Vanessa Lacoss Hurd, executive director of the San Antonio Children's Museum. "We are tremendously grateful for Mr. Butt's generous donation, and we look forward to serving a critical role in the educational turnaround envisioned in SA 2020."

"The Children's Museum directly supports the educational goals of SA 2020 — San Antonio's community-wide vision of the future — by offering a wide variety of early literacy, science, health and art programs to develop innovative thinkers capable of meeting the challenges of the 21st century," said Joan Collins Wyatt, chair of the board of the San Antonio Children's Museum. "The Children's Museum also supports two other top priorities identified through SA 2020: family well-being and arts and culture."

"I commend Charles Butt for his generous and steadfast support of education in San Antonio and the state of Texas," Mayor Julián Castro said. "By expanding the size and offerings of the Children's Museum, we can better leverage our creative assets in San Antonio to become one of the nation's most vibrant brainpower communities."

Design, construction and installation of the new Children's Museum will take approximately three-and-a-half years. The conceptual design of the Children's Museum calls for outdoor exhibits, green space, ample parking and a cafe with outdoor seating.

"Starting this fall, we will seek community-wide input into the exhibits and amenities at the new Children's Museum," Hurd said. "This is a wonderful opportunity for parents, children, educational providers and the community at large to help develop a shared vision for a resource that will benefit generations of children."

####

### About the San Antonio Children's Museum

*The San Antonio Children's Museum (SACM) was founded by a group of dedicated volunteers who were committed to building a community space devoted to early childhood development. Since its founding in 1995, SACM has worked to carry out its mission of **growing minds, connecting families and transforming communities through joyful learning and discovery**. As a premier educational resource, we develop innovative thinkers capable of meeting the challenges of the 21st century.*

# press release



FOR IMMEDIATE RELEASE

Airrosti Invited to Join Onsite Medical Staff at 2012 Reebok CrossFit Games

SAN ANTONIO, TX – JULY 9, 2012 – Airrosti Rehab Centers (Airrosti), a leading healthcare group that employs and trains skilled providers who specialize in delivering outcome-based musculoskeletal care, is proud to announce that it will be part of the onsite medical staff during the 2012 Reebok CrossFit Games, an annual fitness competition created and operated by CrossFit, Inc. where elite athletes compete for the crown of the Fittest on Earth™. The CrossFit Games, now in their sixth year, will be held July 13-15 at The Home Depot Center in Carson, California and will broadcast worldwide on the ESPN network.

Open to competitors from around the world, the CrossFit Games have been named “one of the fastest growing sports in America,” by Forbes. The season kicked off with the Open, with nearly 70,000 competitors participating online and at CrossFit affiliated gyms worldwide. The top athletes and teams in each region from the Open moved onto the 17 worldwide Regionals. The best athletes and teams at Regionals will compete at the finals of the 2012 Reebok CrossFit Games, where a male and female champion are named and awarded \$250,000 each.

Airrosti was the lead medical team at the South Central Regional Games held in San Antonio, Texas, and also helped lead and organize the logistical details of the event—resulting in an invitation from Reebok CrossFit to join the onsite medical staff at the 2012 Reebok CrossFit Games. Additionally, Airrosti employees and CrossFit athletes Jamie Kimball and Shawn Dinsmore were appointed as Co-Chair of Athlete Services and Regional Event Director respectively. Kimball and Dinsmore are in place to work closely with headquarters throughout the weekend to ensure operational efficiency and the success of this year’s CrossFit Games. “Airrosti has been a proud supporter of the CrossFit community for several years, and we are honored to be asked by Reebok CrossFit to participate at this level,” said Jamie Kimball, Managing VP of Business Development at Airrosti. “From rope climbs to hundreds of wall ball shots to heavy Olympic lifts, CrossFitters need to be prepared for anything—including injuries and pain that come with the physicality of the sport. That’s where Airrosti comes in. Our providers’ commitment to delivering high quality care and consistent outcomes for musculoskeletal injuries makes us the perfect solution for CrossFitters in pain.”

For several years, CrossFit and Airrosti have forged a strong alliance, as Airrosti has been the “go to” health care leader at local CrossFit boxes and competitions. Airrosti providers have been the first to show support for the sport and volunteer their services to ensure the competitors maintained optimal performance. Expect to see the Airrosti brand kinesio-tape live during the televised broadcast of the games on ESPN3.

“CrossFit is truly a part of Airrosti’s DNA, and we are excited to have this global stage to showcase our ability to positively and more efficiently impact soft-tissue injuries,” said Shawn Dinsmore, Vice President of Finance and Operations at Airrosti. “We look forward to supporting top competitors from around the world, including Airrosti’s very own Bryan Diaz, who took first place in the 2012 South Central Regional CrossFit Games.”

— MORE —

About Airrosti - Ai

irrosti Rehab Centers (Airrosti), headquartered in San Antonio, TX, is a healthcare group that employs and trains skilled providers who specialize in delivering high quality, outcome-based musculoskeletal care. The company’s strict adherence to quality care standards across their provider network significantly reduces costs and recovery times for patients and prevents unnecessary MRIs, pharmaceuticals, and surgeries. Many patients experience significant improvement in range of motion and a return to normal activity, often within only 3 visits (based on patient-reported outcomes).

As of July 2012, Airrosti has nearly 100 current locations across Texas, Oklahoma, Virginia, and Ohio—and new expansion scheduled for Oregon and Washington.

Web: [Airrosti.com](http://Airrosti.com) | Twitter: @Airrosti | Facebook: [facebook.com/Airrosti](http://facebook.com/Airrosti)

###

## media advisory



### MEDIA ADVISORY

Jan. 8, 2013

Contact:  
Alissa Howard  
817.909.0590  
[alissa.c.howard@gmail.com](mailto:alissa.c.howard@gmail.com)

Local Nonprofit hosts 8<sup>th</sup> Annual Fundraiser Concert at Cowboys Dancehall  
Jack Ingram Headlines Annual Pediatric Cancer Fundraiser Concert for the Cure

**WHAT:** Cowboys Dancehall will host annual concert for Trinity University student-led nonprofit, Concert for the Cure Foundation. The Aaron Einhouse Band will return as opener for headliner Jack Ingram. All proceeds from the concert will go toward the American Cancer Society’s Camp Discovery.

**Tickets:** \$12 for advance tickets, all ages  
\$15 at the door ages 21+ / \$20 ages 18-20  
\$20 reserved seating

**WHO:**

- Jack Ingram
- Aaron Einhouse Band
- Gamma Chi Delta Alumni
- Trinity University students
- San Antonio community

**WHEN:** Saturday, Jan. 26, 2013  
8p.m. – 2 a.m.

**WHERE:** Cowboys Dancehall  
3030 NE Loop 410  
San Antonio 78218

**WHY:** Support the American Cancer Society and students’ passion for philanthropy while enjoying a great Texas country concert.

About Concert for the Cure:

The [Concert for the Cure Foundation](http://ConcertfortheCure.org) was started in 2005 by cancer survivor and Gamma Chi Delta sorority member Amy Walton. The mission of the 501(c)(3) nonprofit is to plan and execute an annual country music concert to benefit the American Cancer Society, specifically the Camp Discovery program. Camp Discovery is for children 7-16 with a cancer diagnosis who are unable to attend traditional summer camps. The first event took place seven years ago on campus and raised \$7,000. Since then, the nonprofit raised over \$100,000 for the American Cancer Society and is an established tradition for both the Trinity and San Antonio communities.

# **SOCIAL MEDIA**

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## social media stats



· Facebook followers increased 301%



· Twitter followers doubled



· Launched the Pinterest account



· Facebook followers increase by more than 1,000 in less than 8 months.



· Twitter followers increased 32%



· Launched the Pinterest account



· Facebook followers double in 6 months with total extended reach of 3,285,000  
· Negative feedback decreases 70%

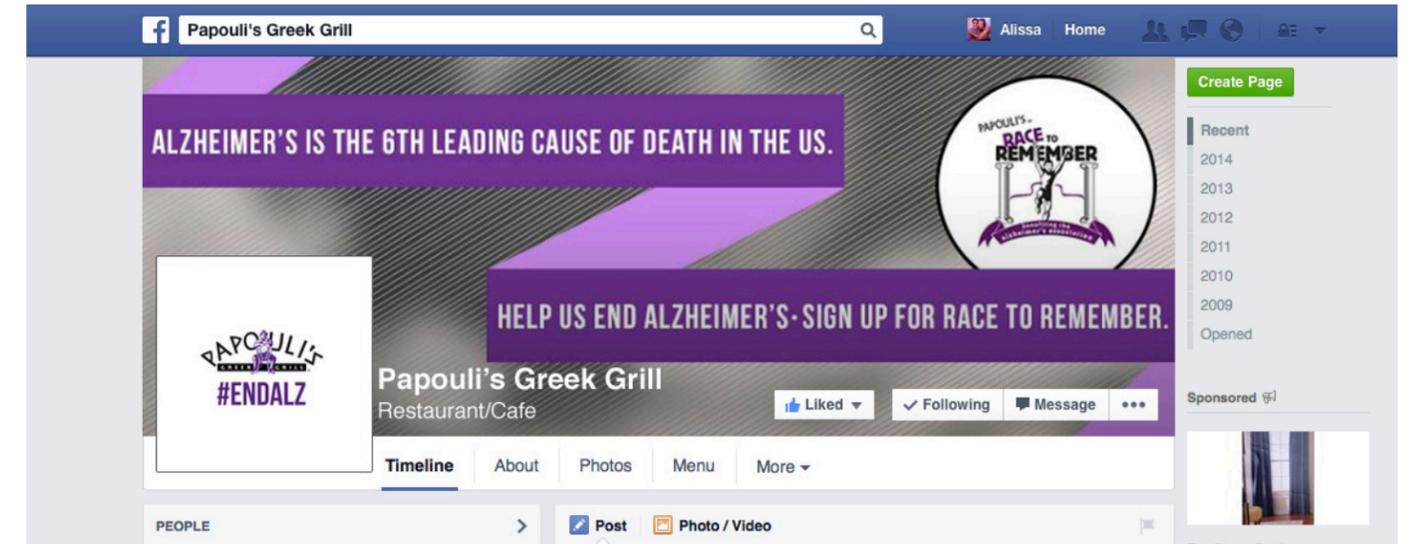


· Twitter followers increase over 980%

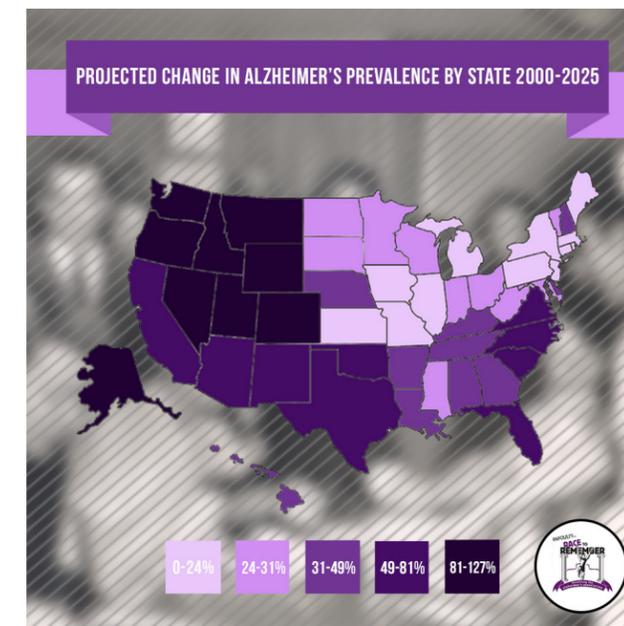


· Obtained 549 followers in 6 months  
· Saw over 1900 user generated photos with the #SATalons hashtag

## social media campaign



To kick off this campaign, the Papouli's Greek Grill Restaurant's Facebook page was "purpled out" and a series of posts (both suitable for the parameters of Facebook and Instagram) were designed within a developed sub-brand. The Facebook and Instagram posts served to visually represent statistics to convey the prevalence and severity of the disease. The recurring blurred, or difficult to recognize image, used as a design element is a Papouli family photo altered to represent the effects of dementia.



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