

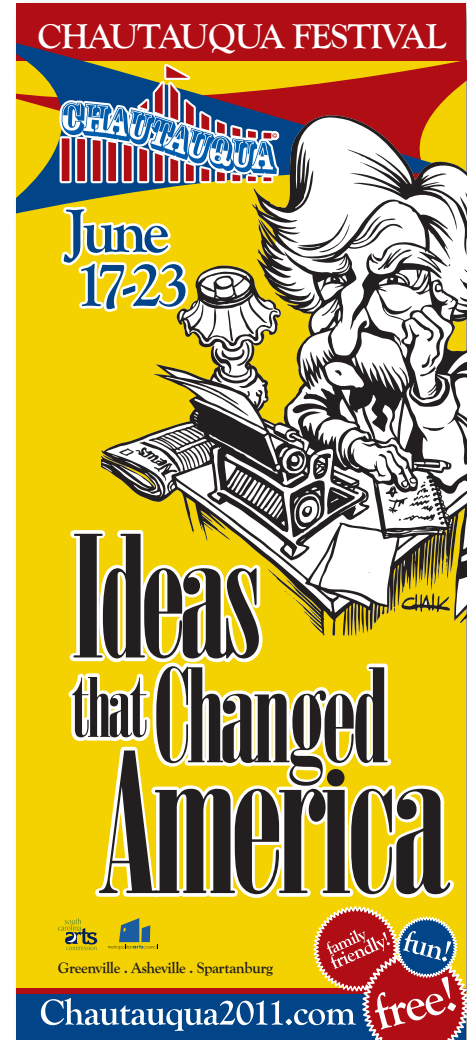
Greenville Chautauqua Society's 2011 Chautauqua Festival

Materials for the festival included direct mail, rack cards, outdoor board, posters, e-blasts, online ads (with video), festival web site and press kit. Radio and television appearances also were arranged, as were feature articles and an op-ed piece in the *Greenville News*.

Megaboard outdoor board - Wade Hampton Blvd., Greenville



4" x 9" rack card



4-page 8.5" x 11" newsletter - direct mail



Record-breaking turnout for the June 17 Falls Park performance where approximately 1,100 people attended Lee Stetson's interpretation of conservationist John Muir.