

LYERLY LATIMES



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lyerly.com



126 N. Main Street
Belmont, N.C. 28012

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ContactUs@lyerly.com

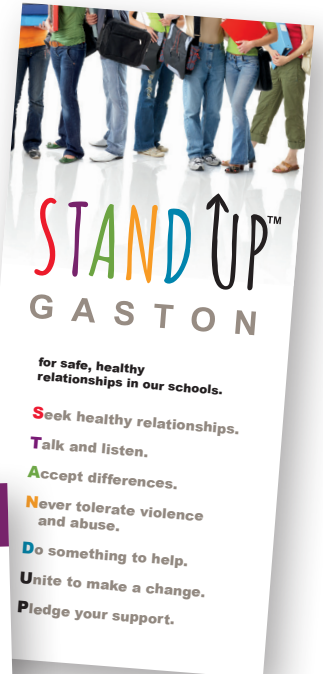
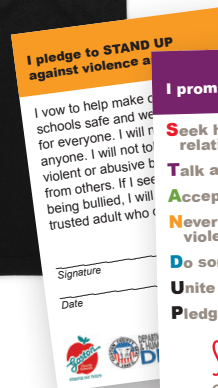
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Lyerly Agency provides clients with a full range of brand marketing and communication solutions. Imagine what we can do for you.

Gaston County Educates Students With New STAND UP Initiative

Born out of a partnership between Gaston County Health & Human Services and Gaston County Schools, STAND UP Gaston persuades students to stand up to violence and bullying by choosing healthy relationships and recognizing abusive behavior. The Cathy Mabry Cloninger Center – A Domestic Violence Shelter was a significant force behind the idea, encouraging an awareness of dating violence in particular, which isn't necessarily physical. Lyerly Agency prepared a name, logo and communications plan for the program. The tone is empowering and positive. Students are educated in how to effectively communicate with each other, how to choose good friends and how to identify the warning signs of unhealthy relationships. The campaign also provided the county with a platform on which it can build and personalize for years to come. Elements of the branding strategy included brochures, owl mascot, silicone wrist bands, retractable banners and wallet-sized pledge cards featuring help hotlines.



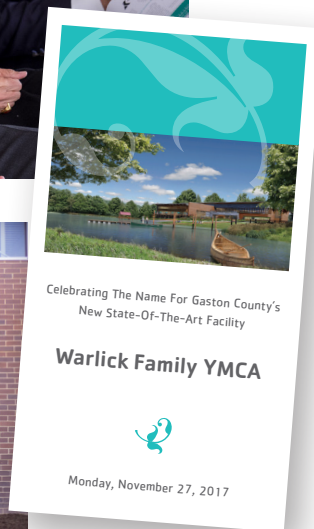


“Can-Do Spirit” – New Y Named For The Warlick Family

How do you keep a significant secret from one of the region’s most in-the-know business leaders? Very carefully. Parkdale Mills CEO Andy Warlick worked tirelessly to make the new state-of-the-art YMCA at Robinwood Lake a reality. But it was indeed a surprise to Warlick when the facility revealed its new name – the Warlick Family YMCA – to him and a large crowd of cheering guests.

LA was hired to plan the unveiling event and ensure it remained a secret (at least from Warlick). The hour-long program featured Warlick’s close friends and co-chairs – Gene Matthews, Richard Rankin and George Henry – of the *Campaign to Build the New Y* who all commended Warlick’s exemplary leadership and generosity. Speakers and guests gathered outside the main entrance to see the Warlick Family YMCA name revealed on the new building.

In addition, LA was responsible for significant PR coverage for the event with stories featured in various publications, including the *Gaston Gazette* and *Charlotte Business Journal*.



Wilbert Advertises In Leading Industry Publication

Wilbert Plastic Services sought a strategy to reach its vertical markets, specifically the medical field. The company has a long history in high-tech plastics manufacturing for a wide range of devices supporting industries across the globe. To help expand Wilbert’s brand presence and showcase the company’s versatility in targeted markets, LA designed a print ad featured in *Today’s Medical Developments*, a leading industry publication selected due to its reputation as a go-to resource within the medical device manufacturing industry. The ad focused on Wilbert’s capability to create exceptional products with its injection molding and thermoforming technologies – any size, any shape, any part, any place.

Wilbert Plastic Services fills the need.

From the smallest components to the largest enclosures, we deliver plastic injection molded and heavy gauge thermoform products and assemblies with uncompromising precision.

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To find out more, contact Nicole Flowers at nflowers@wilbertinc.com or 704.247.3850.

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Lyerly Agency Named A Finalist In CBJ Family Business Awards

The *Charlotte Business Journal* has announced the finalists to its Family Business Awards, and Lyerly Agency is honored to be in the prestigious list of companies. These awards honor family-owned businesses in the Charlotte area for overall excellence, innovation, ethics, philanthropy and contribution to the strength of the region. The winners will be announced at an event on May 3 at the Ritz Carlton in Charlotte. If you would like to cheer us on and attend the event, you can register at www.bizjournals.com/charlotte/event/161681/2018/2018-family-business-awards.