

LYERLY LATIMES



July 2016

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.

Fundraising Underway For State-Of-The-Art YMCA

With its picturesque waterfront location nestled among forests and green space, along with its state-of-the art fitness facility, Gaston County's new YMCA is designed to reinvigorate the body, refresh the mind and renew the spirit. The groundbreaking occurred in late May, but millions of dollars are still needed to make the \$17 million water-side complex a reality.

Because of LA's extensive nonprofit and fundraising communications expertise, Gaston County Family YMCA chose the agency to provide consulting and strategic marketing in support of the Y's aggressive capital campaign. LA developed materials, conducted volunteer fundraising training and created signage on Robinwood Lake Road to build awareness. LA also developed a brochure for the public fundraising phase of the campaign. Plans for the new Y include a 34-acre reservoir, a 55,000-square-foot complex, a two-pool aquatic center, an outdoor chapel, a boathouse for outdoor and waterfront activities, and miles of hiking trails. To learn more or make a donation, visit www.gastonymca.org/locations/robinwood-ymca.



CLT Airport: Peak Season Means Peak Parking, Too

Summertime means vacation time, which means additional hustle and bustle at the airport. To remind travelers that airport parking lots fill quickly during this time of year, Charlotte Douglas International Airport asked LA to create a series of ten- and fifteen-second radio spots with tips on how to “park smart.” Each spot encourages travelers to plan ahead by visiting the airport’s website (CLTairport.com/Parking) for the latest parking information. LA also managed the media planning for the informational campaign. The agency named and branded SmartPark for the airport a few years ago with the tagline *Think It. Plan It. Park It.*



Belmont Tourism Targets Weddings

Daniel Stowe Botanical Garden, 10 Catawba, Stowe Manor, The River Room and more. When it comes to weddings, Belmont has no shortage of beautiful venues. To capture a larger portion of the matrimonial market, as well as other large events, LA created a “weddings and reunions” page for Belmont’s tourism website, VisitBelmontNC.org. Visitors to the specialized tab will find general information about all that Belmont has to offer as well as a link to a wedding and events itinerary featuring places to stay, caterers, venues and things to do. LA also created online advertising for the campaign.

Meet Lois Kube

Celebrating 15 years with LA, Lois Kube knows the agency ropes and wears a variety of hats. Aside from being an exceptional bookkeeper, Lois also provides production and media support – and horticultural flair (she’s the only reason our orchids bloom). The agency has come to rely on her warmth, wit and humor in even the most stressful situations. “When you’re running a business, it’s great to know you can really count on someone you work with,” says COO Melia Lyerly. “Lois is so warm and talented and reliable; she’s an integral part of the team here.” When she’s not at her desk or in her garden, Lois spends time with her family, friends and mischievous, ironically-named kitten, Zen.

