

# LYERLY LA TIMES



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

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## Cause Marketing At Its Best: Red Heart & Red Cross

It's a partnership that makes sense: America's Favorite Yarn brand Red Heart and globally respected disaster relief organization Red Cross. When Red Heart announced its \$250,000 Red Cross North America Disaster Responder sponsorship, Lyerly Agency was excited to work with the brand toward strategizing the cause marketing effort. Known for its nonprofit expertise, LA developed a plan to spotlight Red Heart's commitment to Red Cross and to raise awareness about the multi-year campaign within the crafts community. The #StitchAHug initiative – which encourages knitting and crocheting enthusiasts to create a Red Heart Cares blanket for disaster relief victims – launched in February. The free, downloadable pattern is available on Red Heart's website. LA also wrote and co-produced informational videos for the website; developed local and national public relations plans, including a satellite media tour; and managed a Red Heart employee launch event. Want to know more? Go to [www.RedHeart.com/RedCross](http://www.RedHeart.com/RedCross).



## Wilbert CEO Hits The Road To Rally The Team

Rarely does a company leader hit the road to rally the troops. But not every CEO is Wilbert Plastic Services' Greg Botner. Since Wilbert recently adopted a "real time" management system, Botner believed this was the perfect time to personally visit all seven Wilbert manufacturing locations to talk about the past, present and future of the company. Akin to a traveling tour, he presented his inspirational "state of the business" message at each stop followed by a casual Q&A session. Supporting his positive platform, LA created the tour's theme – Real Time, Real Changes, Real Success – which will be used for the next several years to motivate employees as they meet company-wide goals. The agency also created an accompanying logo for the theme and guided Botner in the format and planning of the events.



## McAdenville Ranks #3 In World For Best Christmas Destination

The results are in: McAdenville's Christmas Town USA is the No. 3 global holiday destination according to *USA Today's* 10 Best Readers' Choice Awards, beating tough contenders like Quebec, New York and Bethlehem/Jerusalem. Working on behalf of the Belmont Tourism Development Authority, LA's aggressive PR strategy ensured coverage for Christmas Town in *USA Today* along with more than 12 other media outlets, including Family Circle, Fox News, Yahoo! Travel, Fodor's and others. As a result, twinkling McAdenville achieved a total reach of over 450 million people around the world.

## Melia Lyerly Leads Chamber During Historic Year

When LA relocated to Belmont in 2012, the agency wanted to be an active part of the region's growth. With that in mind, LA's COO and Executive Vice President Melia Lyerly was happy to serve as Chair of the Montcross Area Chamber of Commerce (MACC) in 2015. Thanks to tireless support from the board and MACC members, the Chamber enjoyed one of its most successful years. A primary goal for Lyerly was to reach 500 members; at the end of her one-year tenure, the Chamber swelled to 520. In addition, MACC is the fastest growing chamber in the region, growing a whopping 47% in three years (the average two-year growth for chambers in the Charlotte region is approximately 2%). MACC consists of a diverse group of members and businesses in myriad industries. Its success and growth exemplifies how the Montcross area continues to be the *Gateway to Growth in Gaston County*.

