

LYERLY LATIMES



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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.

A Billion Eyes Behold Belmont In 2016

For seven years, Lyerly Agency has worked with Belmont Tourism Development Authority (BTDA) to promote all the city offers visitors. From the lush and vast acreage of Daniel Stowe Botanical Garden to the glistening lights of the holiday season, agency staff works year-round to share attractions, events and newsworthy opportunities with regional, national and international media. Across 2016, Lyerly Agency achieved numerous published pieces both in print and

online for BTDA and the city, including articles published by *USA Today*, *MSN*, *Fodor's Travel* and *Better Homes and Gardens*. More than 1.18 billion unique viewers were reached over the year throughout more than one dozen items of coverage. Additionally, 2016 marked the first year that Lyerly Agency and Belmont surpassed one billion in audience after two consecutive years of 25+ million in readership.

10 U.S. Towns with Incredible Christmas Celebrations

December 7, 2016 at 10:15:50 AM EST | Post a Comment



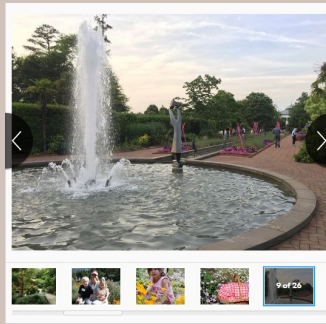
CHRISTMAS TOWN USA

Where: McAdenville, North Carolina

McAdenville, a small town about 20 minutes outside of Charlotte, gets so into the Christmas spirit each December that they change the name of their village to Christmas Town USA. More than 600,000 people visit Christmas Town USA to gawk at the 450,000 lights that decorate this hamlet. Over 375 trees light a route perfect for a winter stroll through the McAdenville's downtown. One of the favorite vantage spots is at the nearby lake, where 33 trees line its perimeter, reflecting peacefully in the water. It's hard to miss the town's fountain, featuring a jet of water that is propelled up 75 feet, lit with vibrant colors every 10 seconds.

Insider Tip: Christmas Town USA hands out free hot chocolate and kettle corn for the first 1,000 in attendance each night.

Plan Your Trip: Visit Fodor's Charlotte Guide



Botanical gardens are in bloom this Mother's Day

Mother's Day is celebrated all weekend at the Daniel Stowe Botanical Garden when moms get

Towns That Do Christmas Right



7/9 SLIDES © McAdenville Christmas Town

Of course a town better known as "Christmas Town USA" goes all out for Christmas. This town clearly loves Christmas and even has an official Christmas tree lighting ceremony and a festival. There's a beautiful Christmas tree display reflecting lights around a pond. The town hosts an annual Yule log parade and ceremony, too. You can even order your own T-shirt to show your Christmas Town USA pride. They know how to make Christmas look cool.



Wilbert CEO Goes Under Camera Lights

Lights, camera, action – Wilbert Plastic Services was in front of the camera's lens for its first online video feature. A pitch by Lyerly Agency about the company's new, technology-savvy training program, Wilbert U, sparked interest by *Plastics News* for a feature on CEO Greg Botner and the growing training system. Lyerly Agency prepped Botner for his first on-camera interview and accompanied the accomplished plastics manufacturing leader during the interview and subsequent plant tour in Belmont, N.C. The filmed segment appeared in *Plastic News*' monthly video column "What Keeps You Up At Night?" with a complementary article in the printed publication to

subscribers, reaching an audience of more than 125,000 in total.

To view Wilbert Plastic Services video piece from *Plastic News* and the article "Training program helps Wilbert manage growth," visit <http://bit.ly/2lpjwcx>.

Lyerly Helps Holy Angels Share Legacy Of Love

For the past few years, Lyerly Agency has worked with Holy Angels, located in Belmont, N.C., to capture the heartwarming story of its Angel Spotlight. This video included the encouraging story of a young girl whose life benefits immensely from the love and care she receives at Holy Angels, an organization which offers specialized care and services to children and adults with developmental disabilities.

In addition to the Angel Spotlight, videos were created by Lyerly this fall to honor three individuals who received the first Legacy of Love awards. These honors were bestowed for selfless service in supporting the important work of the organization. Featured at Grazie Mille, the annual Tuscan-inspired gala, these videos helped raise much-needed donations toward Holy Angels' ongoing vision and mission. Lyerly Agency provided creative development, scripting, interview prep and film direction to ensure each video powerfully told Holy Angels' story of loving, living and learning for the differently able.

In addition, Lyerly created the Legacy of Love logo to create awareness and prestige for the award.



"All companies should hire Lyerly Agency to train the CEO, General Counsel, ELT, SLT, (Executive and Senior Leadership Teams) and the Communications Director of Public Affairs. The tips and techniques regarding brand development, corporate communications, public relations and media training I learned from Elaine were invaluable and will be helpful in my future endeavors."

— Tonya Smith, Snyder's-Lance, Inc. and member of Charlotte Dilworth South End Rotary Club

"Mini Media Training" Shares Secrets For Success

In early February, LA President and CEO Elaine Lyerly conducted a "Mini Media Training" for the business leaders and members of Charlotte Dilworth South End Rotary Club. This interactive lunchtime session included valuable information on handling a crisis situation, dressing for an interview and speaking with print or TV reporters.