



Marketing and Public Relations Plan 2011

Peekskill Celebration conducts an extensive advertising and public relations campaign to promote our festival and our sponsors. Our marketing strategy includes the following:

- Professionally produced television commercials used in various media formats.
- Professionally produced radio spots to be heard on WHUD, WLNA, WXPB, and WBNR.
- Professionally designed black print advertisements and/or flyers to appear in appropriate newspapers, magazines, and advertising publications such as: The Journal News, Yorktown Pennysaver, North County News, Hudson Valley Guide, and Boating on the Hudson Magazine.
- All year-round promotion and regularly updated information at our own popular website, www.peekskillcelebration.com.
- Distribution of press releases leading up to and aggressive media pitching the week of Celebration to drive attendance. Successful placements have included The Journal News, North County News, New York Times, News 12 and more.
- Calendar listings/placements on more than two dozen websites or in publications including The Journal News, LoHud.com, New York Times, North County News, News 12.com and others.
- Posters displayed at kiosks in Metro North stations on the Hudson Line and in area businesses.
- Large-sized banners placed at key intersections to Peekskill and along Route 9.
- Copies of PEEKSKILL CELEBRATION VISITORS' GUIDE are printed and distributed.
- Full color posters distributed throughout the area.

Peekskill Celebration 2011

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