

35 Reasons You Love The Great Reno Balloon Race

GOAL:

- Increase engagement on GRBR's Facebook page

STRATEGY:

- Gather fodder from fans (week of July 18)
- Post actual 35 reasons once a day (starting Aug. 5) for 35 days leading up to the event

POSTS:

Monday, July 18

Why do you love The Great Reno Balloon Race? For a chance to win a 35th anniversary commemorative poster, please share your story with us. Winning is easy, simply send us a direct message with your reason, including a photo, for a chance to win and be featured on our Facebook page leading up to the event. Please direct message us by midnight PST on Friday, July 22 for your chance to win. Good luck!

Wednesday, July 20

We want to know why you love The Great Reno Balloon Race. Direct message us your story with a photo by midnight PST on Friday, July 22 for a chance to win a 35th anniversary commemorative poster and be featured on our Facebook page.

Friday, July 22

Last call! Don't forget to direct message us with your reason and a photo by midnight tonight for a chance to be featured on our Facebook page and to win a free 35th anniversary commemorative poster.