

## ***2024 Tierra Bella Publicity*** by Connie Krashoc

The responsibilities of the Publicity Team is the creation of the artwork and text for the TB fliers and postcards, and the distribution of the fliers and post cards in the months prior the event.

The artwork for the TB advertisements was created by club member Sue Bialson, who sent electronic versions of flier and postcard layouts to the print shop.

Ken Emerson, owner of Lightning Press print shop, located at 1085 Memorex Drive, Santa Clara, printed the materials in a timely manner with a 2 day turn around for pickup by the Publicity Captain.

The print order cost was \$204.61 for 150 fliers and 500 postcards, billed to ACTC.

The distribution of the TB advertisements was coordinated by the Publicity Chair, who provided the names and addresses of the bicycle shops and other locations to the publicity volunteers.

TB fliers and postcards were then distributed by club members who volunteered on Sign-Up Genius, covering 50+ bike shops, sport shops, community centers, libraries, and other locations where cyclists were known to congregate.

Six club members volunteered via Sign-Up Genius to distribute the publicity materials throughout the Bay area. Three additional club members volunteered to take the publicity materials to various other locations and out of the area shops. Going forward, a team of 8-10 volunteers to distribute TB advertisements is recommended.

## ***Issues for 2025***

The bicycle shops and most other establishments seemed agreeable to post and display our advertisements for the TB. Unfortunately, is not feasible for the Publicity volunteers to make return visits for each location to verify that our materials are still on display. However, we can ask that all ACTC club members look for TB advertisements when visiting their local bike shops and the Publicity Captain informed when they discover a need for more fliers and/or postcards.