

## SPECIAL FOCUS MEETING on Chris Herren and Project Purple

During this meeting, all Action Committees and Coalition Members discussed planning for the March 23<sup>rd</sup> Chris Herren Presentation and Project Purple Initiative.

- COMMUNICATION PLAN: Time was spent finalizing when and where promotional/marketing items will be distributed for publicizing Chris Herren, as well as when the Project Purple teaser campaign will begin. It was decided that DAY members will “RIBBON” the town green and Long Hill Rd on the weekend of March 7<sup>th</sup> and 8<sup>th</sup>, so that the Guilford community will “wake up to a purple Guilford Green” on March 9<sup>th</sup>. As decided in the last meeting, purple ribbon will be tied on cars, town trucks, trees, and posts at the green. Regarding marketing items, laynards, wrist bands and hair ties will be distributed to the youth in our community and t-shirts will be distributed to both youth and adults. It was also decided that DAY should purchase 500 purple IT’S WORTH IT t-shirts for use now and in the future as Project Purple lives on. DAY youth will sell the t-shirts with the help of GHS youth group Unity at Guilford High School.

It was decided that additional publicity will include hanging purple Christmas lights around the big tree on the Guilford green, with the help of GHS youth group SADD to screw the bulbs into the wiring. In addition, it was decided that we will put a half page color ad in the Courier advertising the Chris Herren presentation and Project Purple, in addition to reaching out to the Guilford Courier, New Have Register, WTNH and the Guilford Patch for a story.

It was reported that DAY has successfully created and hung a Chris Herren billboard on Route 1 in Guilford, and that we will post the flyer to DAY’s Facebook page and website and also send an email blast to all of DAY’s membership including the group’s partners. Ellen Clowe will post to the town Facebook page, and Kim Beckett has also distributed the flyer to her distribution lists. In addition, Rick Maynard will reach out to recreation leagues and GHS Boys Hockey Coach Ralph Russo will reach out to GHS Athletic Director Jake Jarvis with DAY youth.

- MEETINGS ACCOMPLISHED AND PLANNED for community support and resources: DAY has accomplished and planned NUMEROUS meetings within the community to ask for support with Project Purple, including:
  - GHS youth groups including SADD, Women in Science, Debate Club, Unity, Health classes, Interact, GHS Student Senate, End the R Word, and other youth groups including the Pilgrim Fellowship, Boy Scouts, and Girl Scouts.
  - Community groups/Organizations/Schools including the Guilford Foundation, Guilford Fund for Education, Guilford Youth Mentoring Board, First Congregational Church, St. George’s Church, GHS PTO Connections, Baldwin Middle School, Adams Middle School, Shoreline Chamber of Commerce, First Selectman Joe Mazza

--Businesses including Walmart, Big Y, Yale New Haven Hospital, Bishop's, Trimino Protein Water, East River Energy, JJ Sullivan's Oil and more to come.

It was decided that DAY will create donation cards for distribution at cash registers at those businesses that have decided to donate – ex, Big Y and Bishop's. Cashiers will be able to scan the cards to process the donations.