

Ruth Communications

Marketing | Information | **Solutions**

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Organizational Milestone Case Study:

Virginia Center for the Creative Arts Birthday Party and Community Day

An international and renowned artists' retreat tucked away in Virginia's Blue Ridge Mountains, the VCCA is not as well-known in its immediate community. As the Communications Director at the time, Amy Ruth Allen proposed and led the implementation of a rare public event to celebrate the organization's 35th anniversary. She implemented a large publicity campaign (news releases, calendar submissions, posters, advertisements, mailed invitations, television and radio appearances) that resulted in substantial local coverage. As a result, the event attracted more than 600 people.

From Carol O'Brien, VCCA Director of Planned & Annual Giving:

“Amy's publicity and media plan, promoting our organization's 35th anniversary community day, attracted more than 600 people from the local community and surrounding areas. This response far exceeded expectations and contributed to a surge of new interest and support.”



Helping you make your mark.