## **MONTANA AWARE: MT Tourism Safety Grant**



## "Let's Go There" Coalition | Campaign Launched September 8, 2020



## PHASE TWO Let's Go There, Together

Mid-November-Early-December

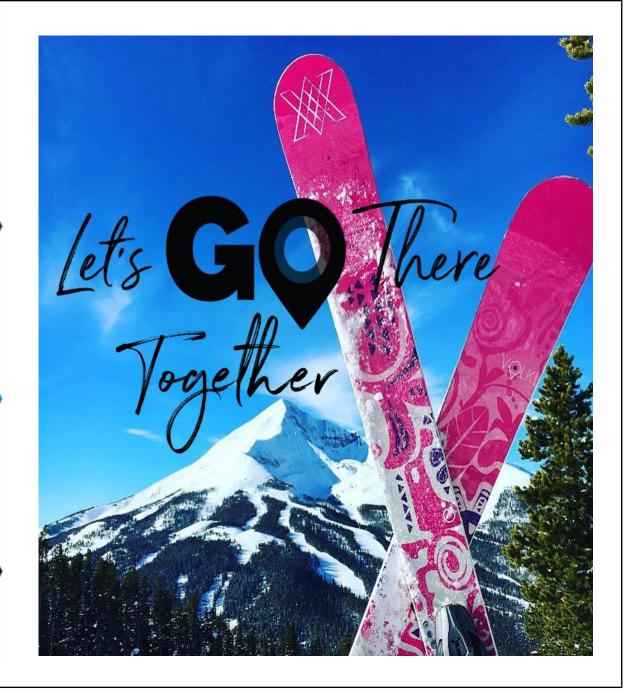
December 9-January 1

Messaging around holiday travel, options and industry-wide support of Black Friday and Cyber Monday deals

Give the Gift of Travel Promotion

Updated editorial calendar, New sample social media copy and images, Sample blog post, Twitter chats, Holiday countdown

**DARK** 



ELECTION

OR

PAUSE

OWNED

EARNED

PAID