

MONTANA AWARE: MT Tourism Safety Grant



**SAFETY FIRST, ADVENTURE
SECOND**

Help slow the spread of COVID-19

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

WHEN IT'S TIME FOR YOU,
WE'LL BE READY

Let's **GO** *There*



PHASE TWO Let's Go There, Together

Mid-November-
Early-December

December 9-
January 1

EARNED

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

Give the Gift of Travel Promotion

OWNED

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

PAID

DARK

PAUSE FOR ELECTION

