



The **Marketing Committee** for Busy Brains Children's Museum is responsible for generating public awareness about the museum, enhancing name recognition, increasing traffic to the web site, www.busybrains.org, and promoting Busy Brains involvement in the local community.

The Marketing Committee meets the second Tuesday of each month from 7:45-9:00 p.m. in Central Lake County and each Committee member typically has one or two tasks to complete during the month. Specific Committee activities include:

- Writing and distributing press releases
- Updating and maintaining the web site
- Creating flyers and other collateral materials to promote Busy Brains events and programs
- Writing and distributing e-mail blasts
- Designing and mailing a quarterly newsletter
- Generating ideas to market and promote the museum

If you have any questions, or are interested in joining the Marketing Committee, please contact Co-Chair Brent Roberts at 847-989-8670 or brentroberts18@yahoo.com.

Thank you.

Brent Roberts and Michaela Hartzler
Marketing Committee Co-Chairs