

NACMA COMMUNITY ENGAGEMENT & PR SUBMISSION

**CELEBRATE 02 8 DAY 2020**

CELEBRATING **LR** IN HICKORY, NC

# 828 DAY

Supporting Local Businesses

## WHY 828?

✘ This initiative began last year as a way to engage with and celebrate our local community. *The event takes place on August 28th because of its numeric calendar date, **8/28**, and the local area code, **828** sharing the same 828 numbers.* Last year's 828 Day was a student-athlete driven festival where we invited the Hickory-area community to celebrate the mutually beneficial relationship between Lenoir-Rhyne and the City.



# 828 DAY 2019

✂ The inaugural 828 Day included student-athlete led games and activities, local food trucks, and a limited edition poster giveaway on the football field in Moretz Stadium.





# 828 DAY 2020

This year's event was scheduled to include all the same activities and happenings of the inaugural 828 Day with the addition of a Make-A-Wish reveal. Amidst the COVID-19 pandemic, this year's festivities had to be reimagined due to state regulations and social distancing requirements that would not allow mass gatherings.

Despite the new limitations, we knew we still had to celebrate 828 Day and find ways to engage with our community.



**We shifted our focus to social media, complimented by activities that safely brought students and community members out to businesses celebrating with us.**

828 DAY

# DIGITAL IMPACT

We partnered with our local government and businesses to ensure 828 Day and its purpose of celebrating the relationship between the Bears and Hickory was still honored. The goal was to create a social media blitz for all of Hickory and Lenoir-Rhyne alumni to celebrate with us.



### L-R, Hickory to celebrate 2nd annual 828 Day

From staff reports Aug 21, 2020 Updated Aug 21, 2020

**LR**

Examine the economic benefits of Adobe Sign in higher education.

From staff reports

Lenoir-Rhyne University is proud to reside in Hickory and be a member of the surrounding community. Nothing can change that.

Not even a pandemic.

To that end, Lenoir-Rhyne athletics is happy to partner with the City of Hickory to recognize the second annual 828 Day Celebration, which celebrates every member of the 828-area code community.

The celebration officially begins Friday, Aug. 28, at 8:28 a.m. Everyone is encouraged to wear red and black.

Now this year is the 828 Card Chase, which celebrates the Lenoir-Rhyne University Bears in the city of Hickory in a competition to explore Hickory and sample tasty treats.

Any member of the Hickory community or Lenoir-Rhyne campus can get an 828 Card from the Lead the Charge statue outside of Student Gymnasium on Lenoir-Rhyne's campus. Custom Design Group, Goodie's or Taree Pull Beans. All day need to do a stop at any one of the locations throughout the community.

All the creative apps, all the time.

### Lenoir-Rhyne, City of Hickory to Celebrate 828 Day

**LR**

Lenoir-Rhyne, City of Hickory to Celebrate 828 Day

© August 26, 2020 Jason Savage SPORTS

Lenoir-Rhyne athletics partners with the City of Hickory to recognize the second annual 828 Day Celebration, which celebrates every member of the 828-area code community.

The celebration officially begins Friday, Aug. 28 at 8:28 a.m. Everyone is encouraged to wear red and black.

"The relationship we have with the City of Hickory is what sets Lenoir-Rhyne apart from our peers," said Vice President for Athletics Kim Pate. "Even in a time of uncertainty, we find it important to celebrate the connection we have with our terrific community."

This year, Lenoir-Rhyne and the City of Hickory are sharing messages from Mayor Hank Guess, Lenoir-Rhyne University President Dr. Fred Whitt, Bears head football coach Mike Jacobs and more in a social media takeover highlighting the relationship and history between LR and the city.

NEWS BREAK

News Break > North Carolina State > Hickory > L-R, Hickory to celebrate 2nd annual 828...

L-R, Hickory to celebrate 2nd annual 828 Day

Morganton News Herald | 9:21

**LR**

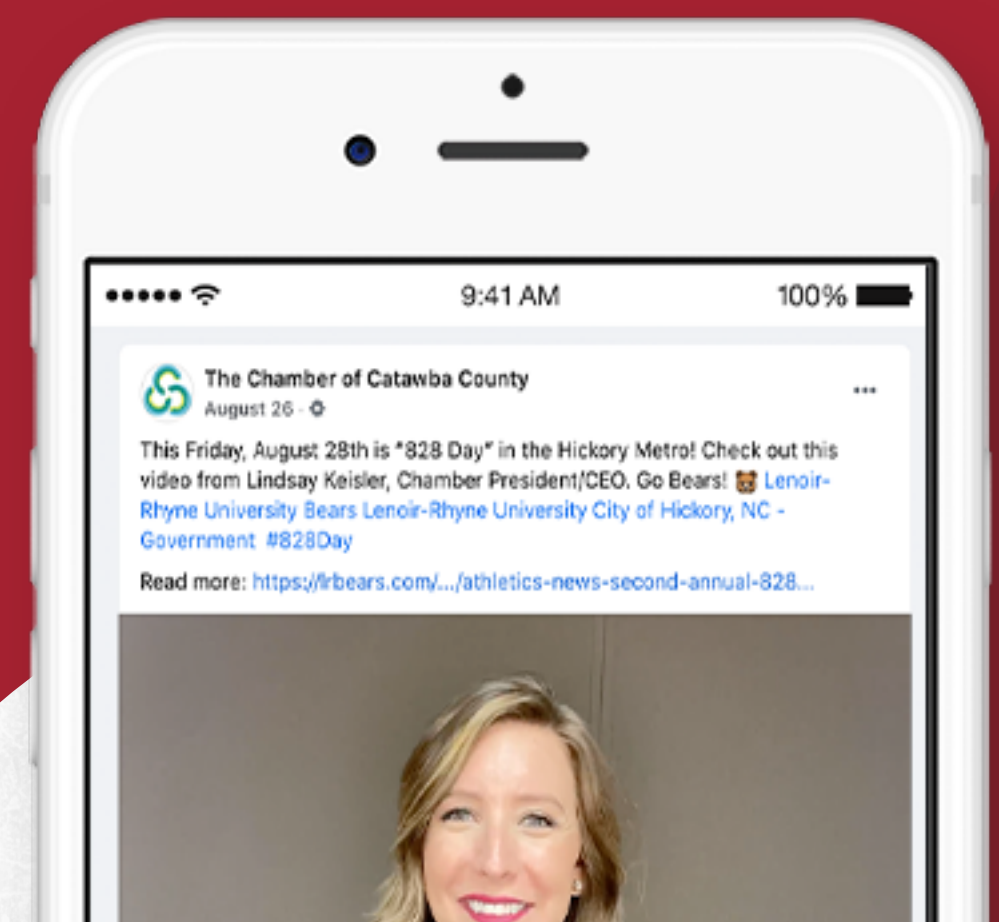
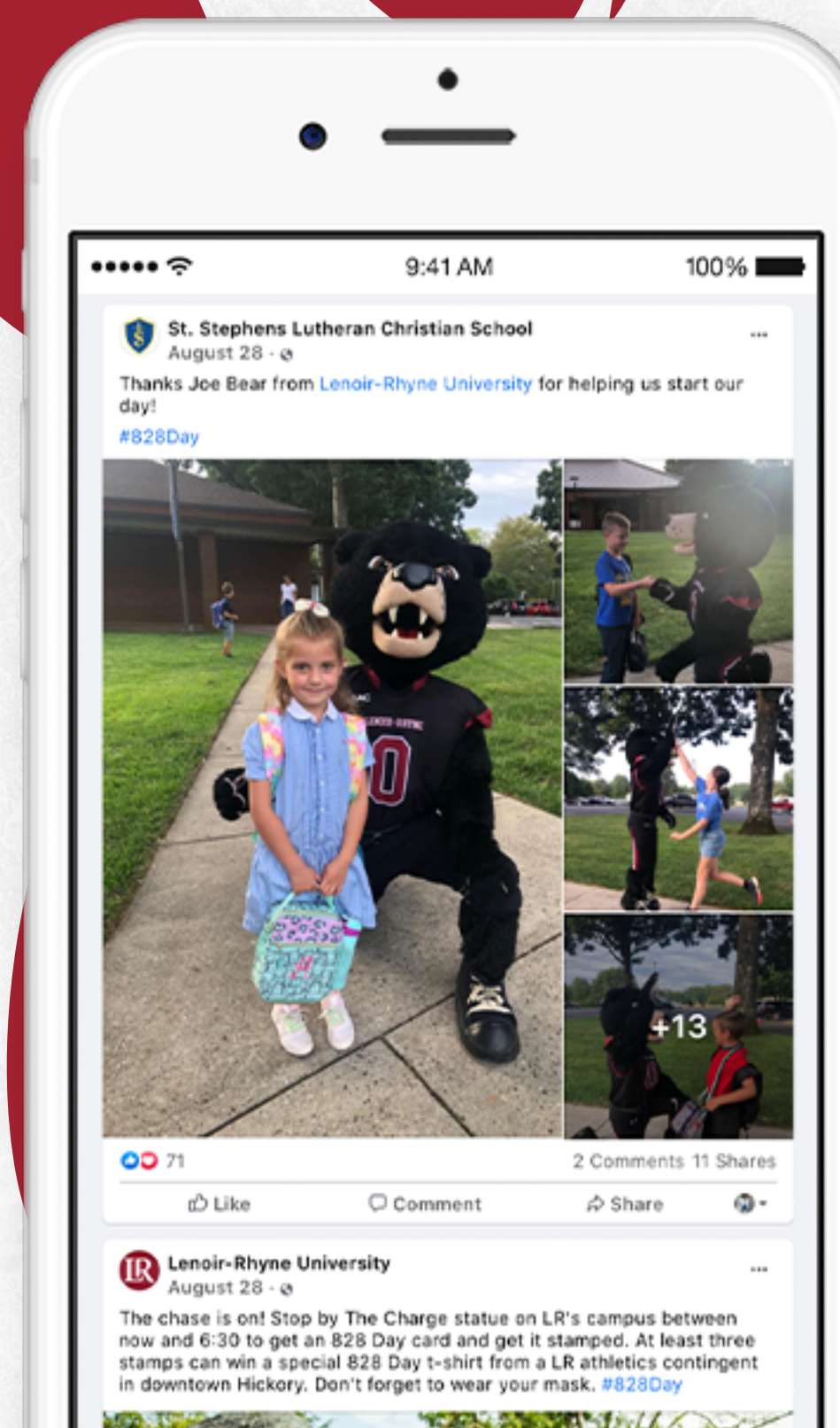
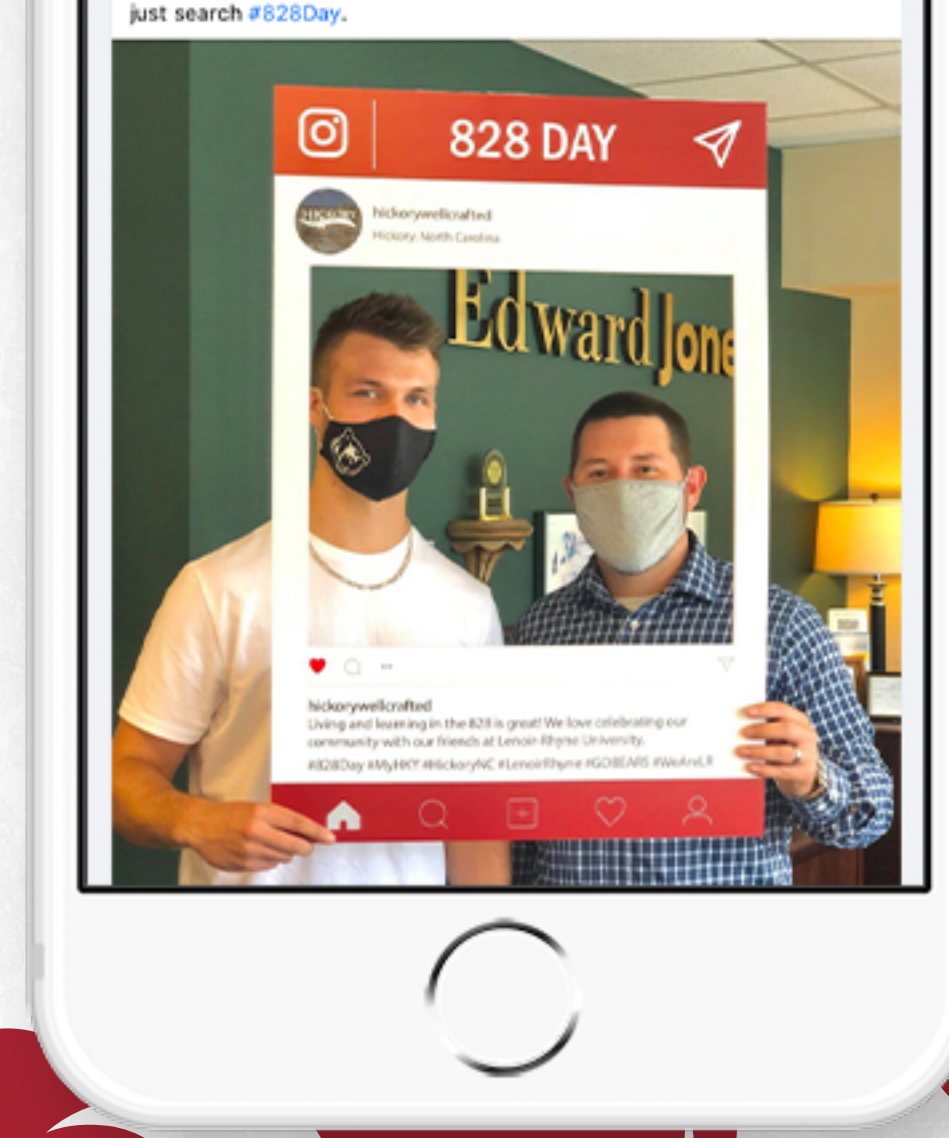
Trending People

- The Weekend
- St. Stephens
- George Floyd
- Donald Washington
- Bill Clinton
- Martin Luther King
- Joe Biden
- Barack Obama
- Michael Moore
- Donald Trump

Custom Design Group | @lenoirrhyne | Downtown Hickory

Maverik Stadium | Mike Jacobs | Student Gymnasium | Fred Whitt

Autograph Sessions | Community | Student activities | Games | Happy

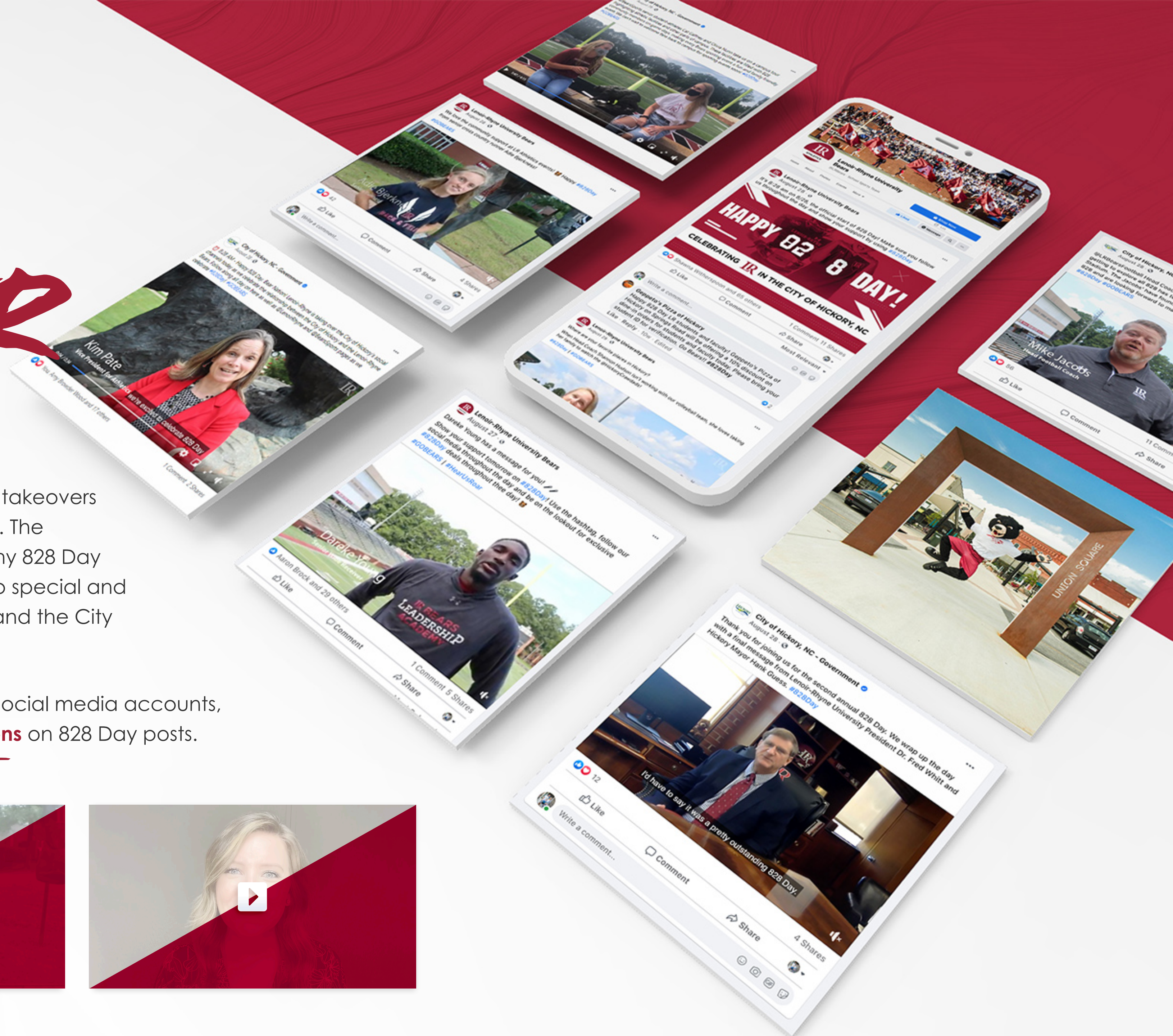


# SOCIAL MEDIA TAKEOVER

→ CITY OF HICKORY

X The highlight of the social media component was the social takeovers between the City of Hickory and the Lenoir-Rhyne accounts. The takeovers let each entity share with the other's audience why 828 Day and the relationship between Lenoir-Rhyne and Hickory is so special and the partnership and collaboration that allows Lenoir-Rhyne and the City of Hickory to thrive together.

Between the Bears Sports, Lenoir-Rhyne and City of Hickory social media accounts, we accumulated more than **142,000 social media impressions** on 828 Day posts.

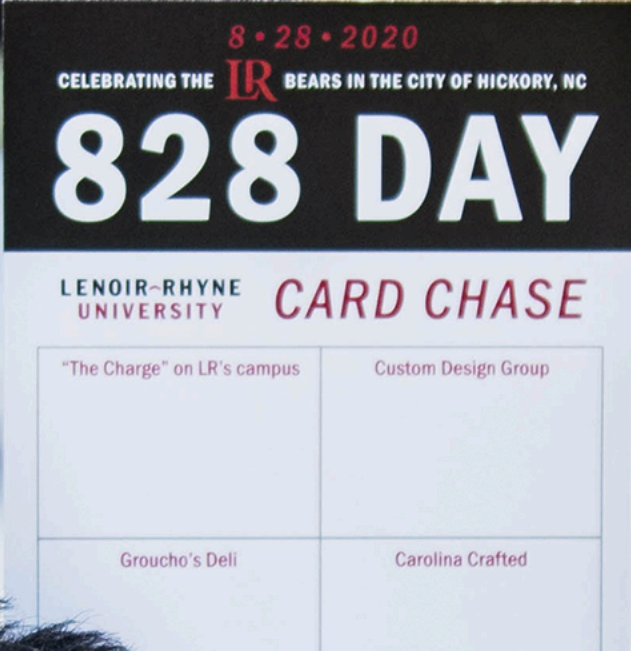


# 828 DAY SOCIAL IMPRESSIONS

142,620  
TOTAL REACHED

→ ENGAGEMENT NUMBERS

ENTITY	TOTAL IMPRESSIONS
City of Hickory	58,265
Lenoir-Rhyne University	47,911
Bears Sports	36,444



# CELEBRATE 828 DAY!



## Downtown Hickory Celebrates IR Special Discounts • August 28th

**Artisan Soapery**  
234 Union Square  
Offering \$8.28 off of purchases over \$25

**A. R. Workshop**  
264 Union Square  
The first 8 people that mention 828 on 8/28 will receive a \$28 voucher for a future registration. 28% OFF all retail and premade signs from 10am - 2pm.

**Craft Beer Cellars**  
109 Government Ave SW  
8.28 % OFF select beer purchases.

**Grace Communion Church**  
266 1st Ave NW  
The first 25 LRU students who come by our church will receive a gas card for \$8.28. No vehicle? No worries, it's also good for groceries.

**Jay Brown Realtors**  
258 1st Ave NW  
Three drawings to win a I love Hickory hat & a \$28 gift card to Hatch. Check in on our Facebook page on 8/28 to win.

**Life Doesn't Succ**  
221 Trade Alley Suite 103  
Offering 20% OFF handmade pots by Mary Frances Carter.

**Lou Lou's Corner**  
202 Union Square  
LRU students, show your ID and receive 20% OFF your purchase! \*Excludes sale items.

**Mint + Modern**  
246 Union Square NW  
Offering 8% OFF purchases over \$28. \*Some exclusions apply.

**Polished Head To Toe**  
221 1st Ave NW Suite 208  
Visit us on 8/28 between 9am-5pm and receive a coupon for 18% OFF your next service! Good for any services. Coupon expires on 9.28.20

**Splentique**  
221 1st Ave NW  
Offering 20% OFF on all purchases over \$28.

**Stretch**  
221 1st Ave NW  
Registration normal on 8/28

**Tracy**  
228 Union Square  
Offering 20% OFF on 8/28

**Taste**  
29 Seaside  
Offering 20% OFF on Hot, local

### 828 DAY DEALS



CELEBRATING THE IR BEARS IN THE CITY OF HICKORY, NC

# BEARS SUPPORTING LOCAL BUSINESSES

Local businesses also participated in celebrating 828 Day by wearing red and black and offering one-day-only, 828 themed discounts and specials. The 828 Day Deals served to encourage students, fans and community members to support the local businesses who were negatively impacted by the pandemic.

"828 Day was a huge success at Tutti Frutti! Thanks for partnering with us on 828 Day and future events!" - Tutti Frutti

"Fridays are usually a slower day for us but 828 Day sales kept us very busy. Anytime we can participate and support our community we would love to! Thank you for the opportunity!" - Groucho's Deli

"828 Day was great for business! We sold 134 custom shirts with our \$8.28 deal and saw so many new customers. Thank you for letting us be a part of 828 Day!"

- Custom Design Group

# 828 DAY CARD CHASE

X To showcase the community relationships, we hosted the 828 Day Card Chase. Students and community members participated by picking up an 828 Day Card Chase card and collected stamps from participating businesses. Anyone who collected at least three stamps was able to redeem their card for an “828 Day” T-shirt.



T-shirts were distributed downtown where the mascot, Joe Bear, spirit team members, Lenoir-Rhyne and City of Hickory representatives were there to safely and social distantly celebrate the conclusion of the day’s events.

100  
SHIRTS  
GIVEN AWAY!





# THE RESULTS

X As the 828 Day tradition continues, we plan to combine the in-person student-athlete led festival, community outreach and social media coverage for an all-encompassing event.

While the 2020 event looked very different, we still came together with our city and community to celebrate and give back. Lenoir-Rhyne wouldn't be the place it is without the love and support from our 828 community!

