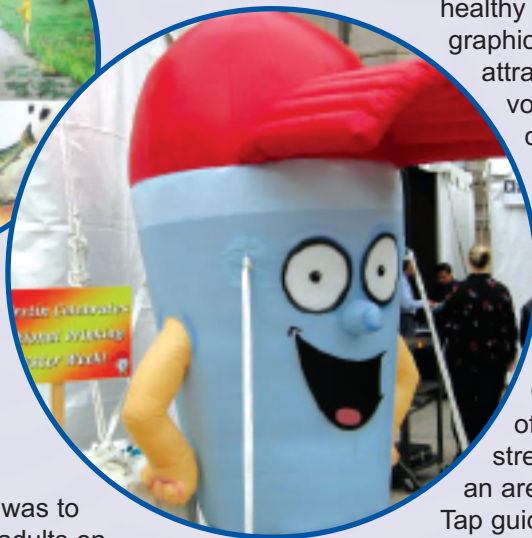


PROVIDE LOGISTICS AND MARKETING MATERIALS FOR NATIONAL DRINKING WATER WEEK CELEBRATION

PROJECT OVERVIEW:

The Track Group provided a variety of services to support this event including contract negotiation for the venue, design of signage, logistical support, design and produce an eight foot tall inflatable mascot "Thirstin" and on-site support. During this high profile event, the Assistant Administrator of the EPA's Office of Water delivered a speech and NBC 4 meteorologist Veronica Johnson provided commentary as well.

To help increase attendance on the day of the event, Track designed colorful sandwich board graphics and provided the hardware to allow them to be displayed at street level entrances to the courtyard. In addition, Track designed an eight foot tall inflatable version of the mascot "Thirstin" which Track designed for an early outreach project.



Track designed trade show panels that illustrated healthy and polluted streams. These original custom graphics were printed by Track and provided an attractive and educational back-up for EPA volunteers to speak about the importance of clean water.

Activities and materials within the tents included many of the outreach materials that Track has delivered to EPA in the past year. Items produced by Track available at this event included: Five multimedia games and lessons available on three computers and on CD-ROM for takeaway, 30th anniversary poster of the UIC program, rulers used to measure streams, posters that show healthy streams with an area for placing bugs in test tubes, and Water on Tap guide translated into Chinese.

THE CHALLENGE:

Provide logistical and marketing support for the public event to celebrate National Drinking Water Week. The goal of the event was to educate children and adults on issues related to safe drinking water.

THE TRACK SOLUTION:

Track interacted with The Ronald Reagan Center staff to coordinate the necessary services including space reservation, audio visual equipment, tents, tables and chairs, and electrical service.

This event was considered highly successful by many EPA staff and management and generated positive goodwill in the community. Track's role in logistical and marketing support helped create a positive experience for staff and guests alike.

