

A Pigeon Comes to *your city* further research
Exhibit [Fact Sheet](#)

Long Island Children's Museum (Long Island, NY):

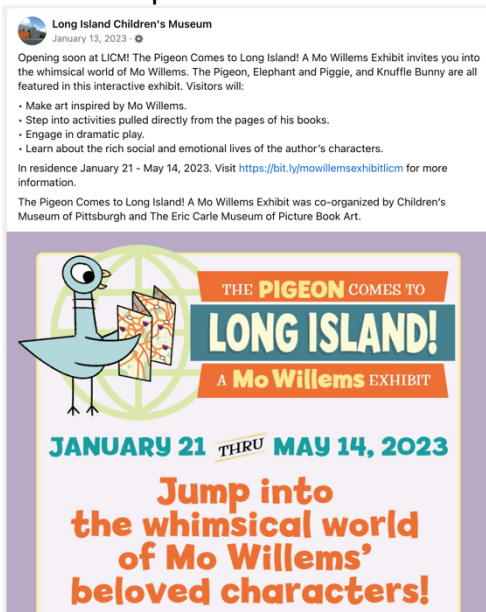
<https://www.licm.org/exhibits/exhibit/pigeon-comes-long-island-mo-willems-exhibit/>

Instagram post:



- Key words:
 - Mentions The Pigeon, Elephant and Piggie, and Knuffle Bunny
 - Highlights exhibit offerings
 - Includes required boilerplate information at the end
 - Includes dates of exhibit residency

Facebook post:



Same copy as Instagram, but includes website link

Hosted “Don’t Let the Pigeon Drive the Bus! The Musical!”: <https://www.licm.org/calendar/event/23-24-dont-let-pigeon-drive-bus-musical/>

Outside media coverage:

<https://mommypoppins.com/long-island-kids/event/events/the-pigeon-comes-to-long-island-a-mo-willems-exhibit> → very basic information on exhibit offerings

<https://patch.com/new-york/gardencity/mo-willems-exhibit-opens-long-island-childrens-museum> → news article about the background of the exhibit, exhibit offerings and dates of residency

<https://longisland.kidsoutandabout.com/content/pigeon-comes-long-island-childrens-museum-mo-willems-exhibit> → very basic information on exhibit offerings

<https://motherhoodlater.com/the-pigeon-comes-to-long-island-a-mo-willems-exhibit-review-by-ali-king/> → a blog review of the exhibit

ECHO Leahy Center for Lake Champlain (Burlington, VT)

<https://www.echovermont.org/event/the-pigeon-comes-to-burlington/2024-11-30/>

- A much smaller description of the exhibit and offerings than Long Island and Virginia
- Includes boilerplate info and only a few of the exhibit details
- Thanks sponsors

<https://www.echovermont.org/animals-exhibits/specialexhibit/>

- More information on this link
- Includes standard language for exhibit offerings
- Includes a link to the educator’s guide for the exhibit
- Lots of pictures of children enjoying the exhibit from the media kit

https://www.youtube.com/watch?v=T27ZOmC3_5c

- YouTube video from the ECHO channel

Meet the Pigeon Weekend on Threads:

echo_vt 06/14/2024

👉 The Pigeon, the wily city bird best known for his antics in Don't Let the Pigeon Drive the Bus, is coming in costume to ECHO! On Saturday and Sunday, June 29 and 30, 10:30 am-4 pm, you are invited to come enjoy scheduled meet-and-greets with one of our favorite Mo Willems's characters throughout the weekend. Visitors will also get time to explore the exhibit.

Also note that from 9-10 am ECHO will be hosting a special sensory-friendly hour, free for families with sensory processing needs.

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echo_vt 06/14/2024

The Pigeon Comes to Burlington! A Mo Willems Exhibit is co-organized by Children's Museum of Pittsburgh and The Eric Carle Museum of Picture Book Art. TM & © 2024 Hidden Pigeon, LLC.

Local support for The Pigeon Comes to Burlington! is provided by @vthumanities, Physician's Computer Company, Hanson + Doremus Investments and Planning, @vermontpublic, and @generac @drpowerequip



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Threads post:

echo_vt 06/12/2024

📖 Helloooooo young readers! Librarians across Vermont are on standby to share their love of reading with you and Mo Willems's character cut-out friends, such as The Pigeon, Knuffle Bunny, Elephant and Piggie.

Ready to visit? Here's our checklist:

- ✅ Stop by your local library to read and hang out with your beloved characters from all of Mo's books
- ✅ Sign out your ECHO reduced admission pass at the library
- ✅ Visit ECHO to experience The Pigeon Comes to Burlington! A Mo Willems Exhibit

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echo_vt 06/12/2024

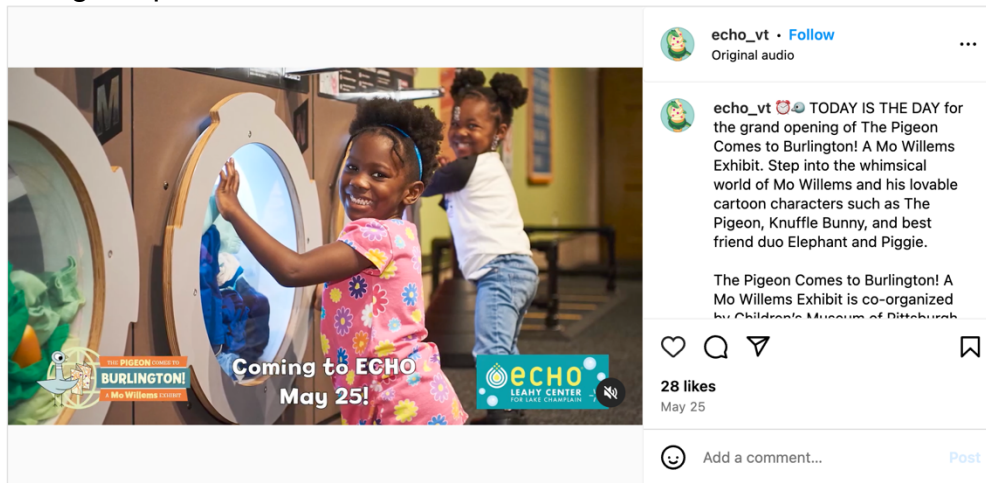
The Pigeon Comes to Burlington! A Mo Willems Exhibit is co-organized by Children's Museum of Pittsburgh and The Eric Carle Museum of Picture Book Art. TM & © 2024 Hidden Pigeon, LLC. Local support for The Pigeon Comes to Burlington! is provided by Vermont Humanities, Physician's Computer Company, Hanson + Doremus Investments and Planning, Vermont Public, and Generac.



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- Had libraries in Vermont feature a sign for the exhibit, offered reduced admission passes to families who visited

Instagram post:



- Video slideshow of pictures from the media kit, voiceover explaining exhibit offerings



Outside media coverage:

<https://www.sevendaysvt.com/guides/the-pigeon-and-friends-land-in-burlington-41056839> → news article about the background of the exhibit, exhibit offerings and dates of residency, also focuses on Meet the Pigeon Weekend

- “Willems could be called the Taylor Swift of children’s books right now” I thought this was clever
- Calls the Elephant by his name “Gerald” which I don’t think I’ve seen yet
- Mentions that the Pigeon will make an appearance on June 29 and 30

<https://www.youtube.com/watch?v=PoszSdXy5Kg> → video interview with program director at the museum

- B-roll shots of exhibit

- Discusses how interactive the exhibit is and the themes of Willems' books
- Footage of program director interacting with the cookie exhibit
- Interview with one of the children visiting the exhibit where he talks about his favorite parts of the exhibit
- Mentions the Elephant and Piggie Day the museum is putting on in October

https://plan.vermontvacation.com/events/4185?query_string=search%255Bevent_categories%255D%255B%255D%3D4%26search%255Bquery%255D%3D → very basic information on exhibit offerings

<https://findandgoseek.net/meet-the-pigeon-weekend-echo> → information for parents on Meet the Pigeon Weekend

<https://www.charlottenewsvt.org/2024/05/16/mo-willems-exhibit-coming-to-echo-leahy-center/> → non-profit news source, covers exhibit offerings and a background on Mo Willems, includes a photo from the media kit

<https://www.wcax.com/2024/05/24/echo-unveils-mo-willems-themed-exhibit/> → local news coverage, highlights exhibit offerings, book themes and why ECHO decided to host the exhibit

Please Touch Museum (Philadelphia, PA)

<https://www.pleasetouchmuseum.org/learn/exhibits/all/the-pigeon-comes-to-philadelphia-a-mo-williams-exhibit>

- This museum was able to get a personal video from Mo Willems promoting it, but this was also in 2021, so I'm not sure he does this anymore

Children's Museum of Virginia (Portsmouth, VA)

<https://childrensmuseumvirginia.com/events/36260>

I couldn't find any promotion of the exhibit on their Instagram

Outside media coverage:

<https://hamptonroads.myactivechild.com/blog/the-pigeon-comes-to-portsmouth-a-mo-willems-exhibit/> → blog article for parents about the exhibit offerings, includes a lot of pictures from the media kit (sponsored post, disclaimer in the beginning of the article)

<https://www.wavy.com/news/local-news/suffolk/the-pigeon-comes-to-portsmouth-a-mo-willems-exhibit-to-debut-at-the-childrens-museum-of-virginia/> → local news coverage, includes both article and video about exhibit offerings

<https://norfolk.macaronikid.com/events/65d95c61c2443663918d4cf8/the-pigeon-comes-to-portsmouth-a-mo-willems-exhibit> → very basic information on exhibit offerings

Instagram post from Mo Willems:



Children's Museum of Phoenix (Phoenix, AZ)

<https://childrensmuseumofphoenix.org/archives/3-things-to-look-forward-to-in-the-pigeon-comes-to-phoenix-exhibit/>

- Original website page has been taken down
- Interesting idea for promotion, a different way to highlight the exhibit offerings in a more streamlined way while still including the information from the media kit

Instagram post:



- Museum offered a story time in the Pigeon Express bus hosted by one of their employees



Facebook post:



Outside media coverage:

<https://phoenix.kidsoutandabout.com/content/pigeon-comes-phoenix-mo-willems-exhibit-childrens-museum-phoenix> → blog coverage, highlights exhibit offerings

<https://bearessentialnews.com/scoops/phoenix/november-2023/pigeon-comes-phoenix>
→ article written by a student reporter—hosted on a news website for children, by children—reviewing the exhibit in a way that encourages other children to attend

Exhibit Basics (all information taken from the Educator Guide)

The exhibit focuses on the following books by Mo Willems:

- [*Don't Let the Pigeon Drive the Bus!*](#) and other books in The Pigeon series
- [Elephant & Piggie](#) series
- [Knuffle Bunny](#) series
- [*Leonardo, the Terrible Monster*](#) and [*Sam, the Most Scaredy-Cat Kid in the Whole World*](#)
- [*The Naked Mole Rat Gets Dressed*](#)

Characters to Note:

- The Pigeon (from *Don't Let the Pigeon Drive the Bus!* and other related books)
- The Duckling (from *The Duckling Gets a Cookie!?* and other related books)
- Elephant Gerald (usually referred to as Elephant or Elephant Gerald) (from Elephant & Piggie series)
- Piggie (from Elephant & Piggie series)
- Knuffle Bunny (from *Knuffle Bunny: a Cautionary Tale* and other related books)
- Leonardo (from *Leonardo, the Terrible Monster*)
- Sam (from *Sam, the Most Scaredy-Cat Kid in the Whole World*)
- Wilbur, the Naked Mole Rat (from *Naked Mole Rat Gets Dressed*)

The exhibit includes three basic “locations” that each include different activities related to books or art techniques used by Mo Willems:

“The Pigeon Arcade” includes:

- Hot Dog Launcher (related to *The Pigeon Finds a Hot Dog*)
- Cookie Plinko (related to *The Duckling Gets a Cookie*)

“The Pigeon Palace Theater” includes:

- Flip Book Movies (related to The Pigeon Series)
- Praxinoscope (related to The Pigeon Series, Elephant & Piggie Series, *Leonardo the Monster*, *Knuffle Bunny*, *Naked Mole Rat*)

“The Bus Depot” includes:

- Elephones (related to Elephant & Piggie Series)
- Wearable Bus (related to The Pigeon Series)
- The Bus (related to The Pigeon Series)
- The Art Studio (related to Mo Willems’ art)
- Where’s Knuffle Bunny? (related to Knuffle Bunny Series)
- Thank-O-Rama (related to *The Thank You Book*)
- Monster Blocks (related to *Leonardo, the Terrible Monster*)
- Naked Mole Rat Fashion Show (related to *Naked Mole Rat Gets Dressed*)
- Mo’s Art Gallery (related to Mo Willems’ art)
- Wait and See Cartoon Experience (an original film production that can be shown at your venue)

[About Mo Willems](#)

- Lives in Massachusetts with his family

- Began his career as a writer and animator for PBS's Sesame Street
 - Stayed in this position for nine seasons
- Won six Emmy Awards for his writing on Sesame Street
- Served as a weekly commentator for BBC Radio
- Briefly served as the "Radio Cartoonist" for NPR's All Things Considered
- Created two animated series:
 - Nickelodeon's "The Off-Beats"
 - Cartoon Network's "Sheep in the Big City"
- Was the head writer for Cartoon Network's "Codename: Kids Next Door"
 - Began writing and drawing children's books during this time
- Debut book: *Don't Let the Pigeon Drive the Bus!* was published in 2003
 - A New York Times Bestseller
 - Awarded a Caldecott Honor in 2004
- *Knuffle Bunny: A Cautionary Tale* was published in 2004
 - Awarded a Caldecott Honor in 2005
- *Knuffle Bunny Too: a Case of Mistaken Identity* was published in 2007
 - Awarded a Caldecott Honor in 2008
- Elephant and Piggie books debuted in 2007, marketed towards children ages 4-8
 - Considered a series of "Easy Readers"
 - Awarded the Theodor Seuss Geisel Medal in 2008 and 2009
 - Awarded Geisel Honors in 2011, 2012, 2013, 2014 and 2015
- Has published an illustrated memoir of his year-long trip around the world in 1990-91 called *You Can Never Find a Rickshaw When it Monsoons*
- Has published a collection of 20 years of his annual sketchbooks called *Don't Pigeonhole Me!*
- Drawings, wire sculptures and sculptures have been featured in numerous galleries and museums, including:
 - The Eric Carle Museum of Picture Book Art (Amherst, MA)
 - The High Museum of Art (Atlanta, GA)
 - The New-York Historical Society
 - The Children's Museum of Pittsburgh
 - The Seongnam Arts Center (Seoul, South Korea)
- Has three plays based on his children's books:
 - *Knuffle Bunny: A Cautionary Musical* (wrote script and lyrics)
 - *Elephant and Piggie's WE ARE IN A PLAY!* (wrote script and lyrics)
 - *Naked Mole Rat Gets Dressed: The Rock Experience!* (contributed to script and lyrics)
- Was named in first-ever Education Artist-in-Residence in 2019 for the Kennedy Center in Washington DC

Marketing Manual Things to Note (all information taken from the Marketing Manual)

Final Report

- All host venues required to submit a final report within 30 days of exhibition closing, including:
 - Copies of signage produced
 - Copies of news articles, publicity releases and other press or promotions (including print, radio, television and social media activities)
- Additional materials need to be submitted to exhibits@pittsburghkids.org within 30 days of closing

General Guidelines

- The Children's Museum of Pittsburgh must approve all advertising, publicity releases, display, promotional efforts and materials
- Prior to publishing and at least 30 days in advance of exhibit opening, the host venue must submit a list of ALL marketing initiatives
 - Submit to Children's Museum of Pittsburgh a list that will be shared with The Eric Carle Museum of Picture Book Art
 - Marketing initiatives include:
 - All social media campaigns
 - Brochures
 - Invitations
 - Flyers
 - Concepts
 - Designs, layouts and text
 - Samples of any proposed promotional materials prepared by host venue
- Exhibit's official credit line:
 - "*The Pigeon Comes to <Your City>! A Mo Willems Exhibit* was co-organized by Children's Museum of Pittsburgh and The Eric Carle Museum of Picture Book Art."
 - "<Your City>" is changed to the host venue's city

Marketing Objectives

- Marketing plan should be created based on the guidelines provided in the marketing manual
- Key messages found on page four
- The primary audience is children 2 to 10 years old, their families, and pre-school and school groups with children that age
- Secondary audiences include:
 - Daycare centers, community centers, and other local groups that serve children under 10 years of age
 - Grandparents and their grandchildren
 - Library users
 - Teachers and librarians
 - Tourists

Radio Advertising

- Should focus on how much fun children will have exploring the exhibit

Local Sponsorship

- If there are local sponsors for the exhibit, they need to be approved (and receive written approval) by the Children's Museum of Pittsburgh
 - Email exhibits@pittsburghkids.org with sponsor's name and a short description

- Approved local sponsor identification may be included in the marketing and written materials using:
 - *Sponsored locally by* ____.
 - *Presented locally by* ____.

Media Sponsorship

- May be recognized in one of the following manners on marketing and written materials:
 - *Media sponsors:* ____
 - *Media partners:* ____

Approval Process

- All sponsorship, print materials, marketing collateral, advertisements and other materials created for the exhibit MUST be submitted to Children's Museum of Pittsburgh
- Children's Museum of Pittsburgh will forward these materials to their partners for further review
- Allow a minimum of 15 working days for approval of materials using existing templates
- Allow a minimum of 20 working days for approval of original materials
- PDF files submitted to:
 - exhibits@pittsburghkids.org
 - 412-2322-5058 ext. 229

Visual Identity Standards

- Exhibit logo must be used unaltered and in its entirety
 - The banner word will be changed to reflect the host city
- Exhibit title in text guidelines:
 - Must always be referred to as either
 - *The Pigeon Comes to <Your City>! A Mo Willems Exhibit* (for first reference)
 - *The Pigeon Comes to <Your City>!* (references following the first reference)
 - Always italicize the title
 - Add your city in place of <Your City>
 - Exclamation mark must be used after city name
 - *The Pigeon Comes to Waco! A Mo Willems Exhibit*
- Credit Line
 - All graphic promotional materials using the exhibit logo lock-up must include the following credit line (used in a minimum of 7-point type):
 - *The Pigeon Comes to <Your City>! A Mo Willems Exhibit is co-organized by Children's Museum of Pittsburgh and The Eric Carle Museum of Picture Book Art*
- Marketing and graphic templates are offered in [the Dropbox](#)
 - If templates are followed closely, the approval processing time will be reduced

[Sample Press Release Located Here](#)

Note:

- Almost every museum host venue website I looked at included the description of the play-and-learn activities taken verbatim from the guide

In this play-and-learn exhibit, visitors can:

- Have a hilarious conversation in the voices of Elephant Gerald and Piggie at a double-sided phone booth.
- Make Elephant and Piggie dance with old-time animation.
- Put on a wearable bus and take a drive around the exhibit.
- Spin the laundromat washing machine and uncover Knuffle Bunny and other surprises!
- Dress up Naked Mole Rat and send him down the runway for a one-of-a-kind fashion show.
- Stack lightweight blocks to create their own terrible monster or funny friend.
- Launch foam hot dogs at The Pigeon and play the plinko game to give the Duckling a cookie.
- Try out art techniques that Mo uses for his own books.

•

Style Guide Things to Note (all information taken from the Style Guide)

Basics

- The host venue's logo must be altered to match the exhibition brand colors
 - The logo can only contain up to three colors
 - The logo must be altered if it clashes with the approved exhibition brand colors
 - Example (more found on second page of style guide)

ORIGINAL



RECOLORED



- Approved fonts used in the templates must be purchased by your organization
 - [Billy](#) → for event titles, dates, times and locations
 - Should appear in all caps using Billy Bold
 - Billy Regular can be used for secondary needs
 - [Gotham Family](#) → for body copy and legal lines
- Exhibit colors should not be altered

COLORS:

No colors in the templates should be altered.

	EVENT TITLE / HEADLINES 80/17/39/1 • 0/157/159 • #009D9F
	DATES, TIMES, LOCATION 3/69/89/0 • 235/113/52 • #EB7134
	BODY COPY / LEGAL LINES 0/0/0/100 • 0/0/0 • #000000
	BACKGROUND 29/31/9/0 • 183/170/197 • #B7AAC5
	INTERNAL BOX STROKE 2/7/46/0 • 249/228/155 • #F9E49B

-
- Templates located in the Dropbox, more information on how to use them on page two of style guide

Summary

Exhibit-exclusive events/unique promotional material from other museums

- Long Island Children's Museum → Hosted "Don't Let the Pigeon Drive the Bus! The Musical!" in their theater

- ECHO Lahey Center for Lake Champlain → Hosted a “Meet the Pigeon Weekend,” hosted an “Elephant and Piggie Day,” and collaborated with local libraries to promote the exhibit (offered a discount on admission for families who visited a library partner), Mo Willems’ books and early childhood literacy
- Please Touch Museum → Got Mo Willems to do a promotional video for the exhibit at their museum
- Children’s Museum of Virginia → Mo Willems made an Instagram post about the exhibit being in Portsmouth and tagged the museum
- Children’s Museum of Phoenix → Hosted regular story times with Mo Willems’ books in the Pigeon Express bus
-

Website Summary

Information Found

- Who they are and what they offer.
- Two opportunities to get in contact with Turner Brothers:
 - Subscribe to receive updates from them via email.
 - Provide personal information for an employee to contact directly.
- Properties for lease, including residential and commercial properties.
- Tabs include:
 - “Residential”
 - “Commercial”
 - “Property Management”
 - “Development”
 - “Blog”
 - “About”
- Link their Facebook, Instagram, and LinkedIn on their website.

“Property Management” Tab

- Located at the top of their website, the “Property Management” tab takes the viewer to a page only about property management with Turner Brothers.
- They describe their property management as: “locally based, high quality, value-oriented.”
- They provide a link to see a list of the properties they manage, where they’re located, how much they’re listed for, etc.
- Describe property management services with an easy to comprehend bulleted list.
- Offer a space for interested parties to send them an interest form directly at the bottom of the page.

Google Summary

“Waco Property Management” Google Search

- Appear eighth not including the sponsored websites (appears eleventh including sponsored websites).
- Right behind Brothers Management.
- When you click on the link, it takes you directly to the “Property Management” tab, and not the main website.
- Nomad Lease appears first for sponsored websites, with JR Grace Realty appearing first for non-sponsored websites.

“Temple Property Management” Google Search

- After looking through the 10th page on Google, Turner Brothers still hadn't appeared.
- Renters Warehouse appears first for sponsored websites, with LVR Management appearing first for non-sponsored websites.

Social Media Summary

Three primary social medias linked on their website:

- Facebook → 1.5k likes; 1.8k followers
 - https://www.facebook.com/TurnerBrothersRealEstate/?checkpoint_src=any
- Instagram → 1,149 followers
 - <https://www.instagram.com/tbretexas>
- LinkedIn → 196 followers
 - <https://www.linkedin.com/company/turnerbrothers/>

Facebook

- 1.5k likes; 1.8k followers
- First post: August 5, 2019
- 93 posts within the last year (Oct. 6, 2023- Oct. 7, 2024)
 - October 2024 (so far): 1 post
 - October 2
 - September 2024: 6 posts
 - August 2024: 17 posts
 - July 2024: 1 post
 - June 2024: 5 posts
 - May 2024: 5 posts
 - April 2024: 4 posts
 - March 2024: 8 posts
 - February 2024: 6 posts
 - January 2024: 2 posts
 - December 2023: 13 posts
 - November 2023: 13 posts
 - October 2023: 12 posts
- Of the last year, only 5 posts mention property management.
 - December 20, 2023: one Reel mentions that they offer property management.
 - 6 likes
 - August 1, 2024: a graphic about their property management offerings.
 - 2 likes
 - August 2, 2024: a graphic about their property management offerings.
 - 3 likes
 - August 5, 2024: a graphic about their property management offerings.
 - 3 likes

- September 4, 2024: a graphic about their property management offerings (same as August 2, 2024 post).
 - 2 likes
- Most of their posts focus on their commercial properties, building renovations, and both commercial and residential listings.
 - They've also started doing "business highlights" for the businesses that rent out their commercial spaces.
 - Will post graphics for most major U.S. holidays as well.
- November 15, 2023: most-liked post with 77 likes.
 - This post highlights the construction on their new residential and commercial development site in Waco.
 - Most posts average around 1-7 likes, with some outliers for special announcements.
- The majority of posts include ways to get in touch with Turner Brothers.

Instagram

- 1,149 followers; 804 posts
- First post: October 28, 2015
- In their bio, they list "property management" first in their list of offerings.
- They have story highlights for "Hawn Plaza," "Blogs," "Leasing," "Dev," "Residential," and "Cre."
- 61 posts within the last year (September 4, 2023- September 4, 2024)
 - September 4, 2024: 1 post
 - August 2024: 14 posts
 - July 2024: 4 posts
 - June 2024: 4 posts
 - May 2024: 4 posts
 - April 2024: 3 posts
 - March 2024: 5 posts
 - February 2024: 4 posts
 - January 2024: 2 posts
 - December 2023: 8 posts
 - November 2023: 8 posts
 - October 2023: 3 posts
 - September 4 2023: 1 post
- Largely re-use the graphics from their Facebook page.
- Graphics mostly follow the same color scheme and font choice.
- Of the first 12 posts, the most liked post had 8 likes, and the least liked post had 1 like.
- Posts from the last year mainly highlight their homes for sale/lease, construction updates on their commercial properties, and updates to the City of Waco.
- Of the last year, only ___ mention property management
 - July 24, 2024: a graphic about their property management offerings.
 - 4 likes
 - July 26, 2024: a graphic with a client testimonial praising TB's property management experience.

- 9 likes
- July 31, 2024: a graphic about their property management offerings.
 - 4 likes
- August 2, 2024: a graphic about their property management offerings.
 - 1 like
- August 5, 2024: a graphic about their property management offerings.
 - 3 likes
- September 4, 2024: a graphic about their property management offerings.
 - 4 likes
- Their Instagram highlights blog posts they offer on their website.
- The majority of posts include ways to get in touch with Turner Brothers.

LinkedIn

- 196 followers
- Focuses mainly on hiring for their company, with some emphasis on their real estate and property management endeavors.
- In their “about” section, “property management” is listed second in their list of offerings.

City of Woodway Social Media Research

Discover Woodway

Instagram: <https://www.instagram.com/p/DBOlrcXtehlg/>

- Followers: 3,246
- Posts: 348
- About 62 posts in the last year (Nov. 7 2023-Nov. 22, 2024)
 - November 2024: 5 posts
 - October 2024: 7 posts
 - September 2024: 6 posts
 - August 2024: 6 posts
 - July 2024: 6 posts
 - June 2024: 1 post
 - May 2024: 5 posts
 - April 2024: 8 posts
 - Most April posts were about the solar eclipse, more posts than normal.
 - March 2024: 4 posts
 - February 2024: 6 posts
 - January 2024: 2 posts
 - December 2023: 2 posts
 - November 2023: 7 posts
- Consistently post about special events, primarily promoting the Woodway Farmers Market as it is a recurring event.
- Have about 28 Reels promoting life in Woodway and some events (Woodway Farmers Market, Mother Daughter Brunch 2022).
- No consistent pattern to when they post for event advertisement.
 - They typically post about the Farmers Market anywhere from 3-6 days before the event.
- Special events tend to have great photography:
 - [Veterans Day](#)
 - [Halloween](#)
 - [Mother & Daughter Brunch 2024](#)

Facebook: <https://www.facebook.com/discoverwoodway>

- Followers: 2.5k
- Likes: 2k
- About 92 posts in the last year (Nov. 7, 2023-Nov. 22, 2024)
 - November 2024: 4 posts
 - October 2024: 8 posts
 - September 2024: 7 posts
 - August 2024: 10 posts
 - July 2024: 7 posts
 - June 2024: 2 posts
 - May 2024: 6 posts
 - April 2024: 16 posts

- March 2024: 4 posts
- February 2024: 8 posts
- January 2024: 4 posts
- December 2023: 9 posts
- November 2023: 7 posts
- Mostly the same posts they have on their Instagram, sometimes will include more pictures in a post than they do on their Instagram.
- Will post updates about events apart from their initial announcement.
- Will repost Facebook posts from their other accounts, like from the Woodway Family Center.
- No consistent pattern to when they post for event advertisement.

Carleen Bright Arboretum

Instagram: <https://www.instagram.com/carleenbrightarboretum/>

- Followers: 2,483
- Posts: 159
- About 49 posts in the last year (Nov. 1, 2023-Nov. 12, 2024)
 - November 2024: 3 posts
 - October 2024: 7 posts
 - September 2024: 9 posts
 - August 2024: 3 posts
 - July 2024: 5 posts
 - June 2024: 2 posts
 - May 2024: 2 posts
 - April 2024: 4 posts
 - March 2024: 5 posts
 - February 2024: 2 posts
 - January 2024: 1 post
 - December 2023: 3 posts
 - November 2023: 3 posts
- Posts mainly reflect the posts on Discover Woodway, a lot of advertisement for special events (Woodway Farmers Market, Sunset Yoga, All Hallows Groove, etc).
- Same event advertising graphics used the arboretum page as on the Discover Woodway pages.
- Same event pictures used on both pages, with some exceptions.
 - Pumpkin Painting Party pictures on arboretum page and not on Discover Woodway.
- Focus a little more on gardening and splashpad offerings than on the Discover Woodway page.

Facebook: <https://www.facebook.com/CarleenBrightArboretum/>

- Followers: 4.8k
- Likes: 4.3k
- About 59 posts in the last year (Nov. 1, 2023- Nov. 12, 2024)
 - November 2024: 2 posts

- October 2024: 8 posts
- September 2024: 6 posts
- August 2024: 4 posts
- July 2024: 6 posts
- June 2024: 3 posts
- May 2024: 2 posts
- April 2024: 4 posts
- March 2024: 7 posts
- February 2024: 2 posts
- January 2024: 3 posts
- December 2023: 7 posts
- November 2023: 5 posts
- Same posts as Instagram but on Facebook.
- Will occasionally repost others posts that are related to the arboretum, but haven't done that recently.
 - Nov. 9, 2023 → Reposted a post about an army veteran who attended the Veterans Breakfast.
 - Nov. 9, 2023 → Reposted a post about a couple who got married at the arboretum.

Pavilion at the Arboretum

Instagram: <https://www.instagram.com/pavilionatthearboretum/>

- Followers: 686
- Posts: 129
- About 3 posts in the last year (Nov. 2023-Nov. 2024)
 - November 2024: 0 posts
 - October 2024: 0 posts
 - September 2024: 1 post
 - August 2024: 0 posts
 - July 2024: 1 post
 - June 2024: 0 posts
 - May 2024: 0 posts
 - April 2024: 1 post
 - March 2024: 0 posts
 - February 2024: 0 posts
 - January 2024: 0 posts
 - December 2023: 0 posts
 - November 2023: 0 posts
- Primarily focus on weddings that can be hosted at the Carleen Bright Arboretum.
- No consistent posting.

No Facebook

Woodway Family Center

Instagram: <https://www.instagram.com/woodwayfamilycenter/>

- Followers: 1,247
- Posts: 305
- About 132 posts in the last year (Nov. 9, 2023-Nov. 19, 2024)
 - November 2024: 11 posts
 - October 2024: 13 posts
 - September 2024: 5 posts
 - August 2024: 12 posts
 - July 2024: 11 posts
 - June 2024: 11 posts
 - May 2024: 17 posts
 - April 2024: 7 posts
 - March 2024: 12 posts
 - February 2024: 11 posts
 - January 2024: 7 posts
 - December 2023: 15 posts
 - November 2023: 2 posts
- Posts are typically graphics advertising youth sports programs, art or music classes, movie nights, or other special events that will be hosted at the family center.
- Rarely post any follow-up pictures after an event.

Facebook: <https://www.facebook.com/WoodwayFamilyCenter?mibextid=LQQJ4d>

- Followers: 3.3k
- Likes: 3k
- About 206 posts in the last year (Nov. 9, 2023-Nov. 20, 2024)
 - November 2024: 15 posts
 - October 2024: 21 posts
 - September 2024: 21 posts
 - August 2024: 18 posts
 - July 2024: 19 posts
 - June 2024: 23 posts
 - May 2024: 23 posts
 - April 2024: 14 posts
 - March 2024: 15 posts
 - February 2024: 12 posts
 - January 2024: 7 posts
 - December 2023: 16 posts
 - November 2023: 2 posts
- Posts are mostly the same as their Instagram posts, but they tend to post some pictures from events more than on Instagram (but they still rarely do this).
- Doesn't really seem like there is a method to their posting, they tend to post about the same offerings until registration fills up.



United Way of
Waco-McLennan County



FOR IMMEDIATE RELEASE

Contact: Cathi Davis

November 1, 2024

254-714-0652

The 2025-2027 United Way of Waco-McLennan County Grant Eligibility Process is Now Open for Non-Designated Agencies

United Way of Waco-McLennan County's 2025-2027 grant eligibility process is now open for all interested non- United Way Designated Agencies. To verify alignment with our Impact Framework, interested organizations must submit an Eligibility Checklist via the Grant Portal.

To gain access to the Grant Portal, non- United Way Designated Agencies should contact grants@unitedwaywaco.org.

United Way Designated Agencies are also invited to apply and are automatically eligible to submit a grant application but will need to complete a basic Intent to Apply form via the Grant Portal.

Important Dates:

- Monday, October 28, 2024 @ 8 a.m.: Eligibility Checklist and Intent to Apply forms open.
- Thursday, November 14, 2024: Deadline to request access to the Eligibility Checklist.
- Monday, November 18, 2024 @ 11 a.m.: Eligibility Checklist and Intent to Apply forms must be submitted.

For more information, interested organizations who are new to the United Way eligibility screening process can attend the Grant Eligibility Info Session on Monday, Oct. 28 from 2-3 p.m. Organizations can RSVP for the session or find more information by visiting unitedwaywaco.org/grants-impact/eligibility-process/.

About United Way of Waco-McLennan County:

United Way of Waco-McLennan County has been dedicated to strengthening our community and creating opportunity for every resident since 1923. UWWMC partners with corporate, private and civic leaders to strengthen programs that support and empower children, families and individuals. Through the generous support of our donors and the strength of our non-profit partners, we strive to affect equitable, systemic change in education, health, financial stability, and safety net services so that all people achieve their full potential. For more information, please visit unitedwaywaco.org/about-us/.

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FOR IMMEDIATE RELEASE
Month, date, year

For more information, contact:
Cathi Davis, 254-714-0625
cathi@seedhousecreative.com

The Pigeon Comes to Waco! A Mo Willems Exhibit

Makes Debut at the Mayborn Museum

WACO, Texas (Date) –*The Pigeon Comes to Waco! A Mo Willems Exhibit* makes its debut on January 25 at the Mayborn Museum. *Co-organized by Children's Museum of Pittsburgh and The Eric Carle Museum of Picture Book Art*, the exhibit is inspired by the art and characters of the beloved children's book author and illustrator, Mo Willems.

Many familiar characters will be featured, including best friend duo Elephant and Piggie, faithful companion Knuffle Bunny, and The Pigeon, the wily city bird best known for his antics in *Don't Let the Pigeon Drive the Bus!* Activities will give visitors the opportunity to make art that is inspired by Mo Willems and to learn about the rich social and emotional lives of the author's characters. The exhibit will also feature prints of illustrations, including sketches and other preliminary materials, by Mo Willems.

In this play-and-learn exhibit, visitors can:

- Have a hilarious conversation in the voices of Elephant Gerald and Piggie at a double-sided phone booth.
- Make Elephant and Piggie dance with old-time animation.
- Put on a wearable bus and take a drive around the exhibit.
- Spin the laundromat washing machine and uncover Knuffle Bunny and other surprises!
- Dress up Naked Mole Rat and send him down the runway for a one-of-a-kind fashion show.
- Stack lightweight blocks to create their own terrible monster or funny friend.
- Launch foam hot dogs at The Pigeon and play the plinko game to give the Duckling a cookie.
- Try out art techniques that Mo uses for his own books.

*Locally sponsored by (do we have local sponsors?), **The Pigeon Comes to Waco! A Mo Willems Exhibit*** will be on display at the Mayborn Museum through May 11.

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The Mayborn Museum is open Monday-Saturday from 10 a.m.- 5 p.m. and Sundays from 1 p.m.- 5 p.m. Museum admission is \$10 for adults, \$8 for children 2-12, and \$9 senior citizens 65+. Admission is free for museum members and Baylor students. For more information, please call 254-710-1110 or visit the www.MaybornMuseum.com.

About the Mayborn Museum

The Mayborn Museum Complex at Baylor University provides a wide spectrum of learning opportunities to engage visitors of all ages.

The exhibits and education programs encourage families to learn together and design their own museum experience. This complex features a natural science and cultural history museum focusing on Central Texas with walk-in dioramas including one of the Waco Mammoth Site. The Mayborn Museum Complex also encompasses a multi-floor science discovery center encouraging hands-on learning for all ages and the Gov. Bill & Vara Daniel Historic Village. The nine wood frame buildings that comprise the village provide a glimpse into the past, bringing to life a community in the 1890s.

The museums hours are: **Monday-Saturday** 10am-5pm

Sunday 1pm-5pm

The museum is open all year long except for Baylor University home football games and the following holidays: New Year's Day, Good Friday through Easter Sunday, Thanksgiving Day, Christmas Eve and Christmas Day.

The museum is located at 1300 S. University Parks Drive, Waco, Texas 76706.

For more information, call (254) 710-1110 or visit www.MaybornMuseum.com.

About Children's Museum of Pittsburgh

Children's Museum of Pittsburgh is a place that provides innovative and inclusive museum experiences that inspire kindness, joy, creativity and curiosity for all learners. Our imaginative, open-ended exhibits and programs give families the opportunity to explore topics like art, making and social-emotional learning in ways that are authentic, meaningful, and most of all, fun!

The Carle

The Eric Carle Museum of Picture Book Art is the international champion for picture books. We collect, preserve, and exhibit original illustrations, encourage guests of all ages to read and create art, and foster an ever-growing audience passionate about children's literature.

The late Eric and Barbara Carle co-founded the Museum in November 2002. Eric Carle was the renowned author and illustrator of more than 70 books, including the 1969 classic *The Very Hungry Caterpillar*. Since opening, the 43,000-square foot facility has served nearly one million visitors. The Carle houses 9,000 permanent collection illustrations. The Carle has three art galleries, an art studio, a theater, picture

book and scholarly libraries, and educational programs for families, scholars, educators, and school children. Bobbie's Meadow is an outdoor space that combines art and nature. Educational offerings include professional training for educators around the country and master's degree programs in children's literature with Simmons University. The Museum offers digital resources, including art activities, book recommendations, collections videos, exhibition videos, as well as workshops for online visitors. Learn more at www.carlemuseum.org and on Facebook, YouTube, Twitter, and Instagram @CarleMuseum.

About Mo Willems

Mo Willems is an author, illustrator, animator, playwright, and the inaugural Kennedy Center Education Artist-in-Residence, where he collaborates in creating fun new stuff involving classical music, opera, comedy concerts, dance, painting, and digital works with the National Symphony Orchestra, Ben Folds, Yo-Yo Ma, and others.

Willems is best known for his #1 New York Times bestselling picture books, which have been awarded three Caldecott Honors (*Don't Let the Pigeon Drive the Bus!*, *Knuffle Bunny*, *Knuffle Bunny Too*), two Theodor Geisel Medals, and five Geisel Honors (The *Elephant & Piggie* series).

Mo's art has been exhibited around the world, including major solo retrospectives at the High Museum (Atlanta) and the New-York Historical Society (NYC). Over the last decade, Willems has become the most produced playwright of Theater for Young Audiences in America, having written or co-written four musicals based on his books.

He began his career as a writer and animator on PBS' *Sesame Street*, where he garnered six Emmy Awards (writing). Other television work includes two series on Cartoon Network: *Sheep in the Big City* (creator + head writer) and *Codename: Kids Next Door* (head writer). Mo is creating new TV projects for HBO Max, where his live action comedy special *Don't Let the Pigeon Do Storytime!* Currently streams. His papers reside at Yale University's Beinecke Library.

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Zack Maldonado Bio

Experience Counts

Zack began his accounting career in oil and gas where he developed extensive experience in corporate financial analysis and revenue accounting. After relocating back to Waco in 2019, Zack continued advancing in various corporate accounting, finance and strategic planning roles. As the Operations Manager for JRBT's Payroll Systems, Zack is passionate about developing strong relationships to meet the needs of his various stakeholders. He also specializes in full-cycle accounting, financial analysis and process improvement.

Education

Baylor University, Waco, Texas
BBA Degree in Accounting

Certification

Certified Public Accountant, licensed in Texas

Community Involvement

Live Oak Classical School Parent Council, Treasurer
Waco Young Professionals, Greater Waco Chamber of Commerce

Contact

Direct: 254-761-1658

Hillarie Parks Bio

Experience Counts

Hillarie brings over 10 years of public accounting and corporate tax experience to JRBT with a focus on income tax. Her experience also includes real estate, consolidated entities and small business taxation. As a Senior Tax Manager, Hillarie's leadership stems from her motivational attitude and excellent interpersonal skills. Hillarie also has specialties in both C and S Corporation tax compliance and consulting services.

Education

University of North Texas, Denton, Texas

BS Degree in Accounting

MS Degree in Accounting

University of Texas at Arlington, Arlington, Texas

Graduate Certification in Taxation

Certification

Certified Public Accountant, licensed in Texas

Professional Associations

Texas Society of CPAs

American Institute of CPAs

Community Involvement

Metroport Meals on Wheels

Cindy Ramsey Center

Contact

Direct: 254-297-4200