

ANNE KLEIN COMMUNICATIONS GROUP

Reintroduction of Travelers Aid Program in Philadelphia

One in a Series of Intelligent Solutions

The Challenge:

Travelers Aid Philadelphia, a non-profit social service agency, desired a successful grand opening event to mark the return of its travelers information and assistance booth to Amtrak's 30th Street Station in Philadelphia after an absence of almost eight years.

Results:

The grand opening generated media coverage in local and regional media, including Fox News and KYW Newsradio. Event attendees included Philadelphia City Council members and representatives of Mayor-elect Michael Nutter, U.S. Congressman Chaka Fattah, Amtrak, Southeastern Pennsylvania Transportation Authority (SEPTA) and Travelers Aid International. More than 3,000 travelers received assistance through the Travelers Aid booth in the first 10 days it was in operation.

Background:

Travelers Aid Philadelphia introduced a new and improved information and services booth located in the train station to help solve travelers' dilemmas. Travelers Aid offers solutions to those who have lost items such as tickets, money or wallets; provides general information about Philadelphia as well as train station information; and assists the homeless in finding shelter.

AKCG was approached by Travelers Aid for pro bono assistance only 10 days in advance of the grand opening. AKCG worked quickly to devise and implement an action plan.

The Campaign:

The grand opening took place on Friday, December 21, 2007, as holiday traffic began to build. Amtrak's 30th Street Station hosts approximately 25,000 travelers daily. Both Amtrak and SEPTA joined Travelers Aid in celebrating its grand opening located on the west side of the station's main concourse. AKCG created a targeted media list, news release and media advisory for the event. The day of the event, AKCG pitched targeted media to generate interest and encourage coverage of the grand opening.

To learn more about how Anne Klein Communications Group can help you generate coverage with newsworthy events that communicate effectively with your audiences, please call and ask for Anne Klein or Chris Lukach.