**Memorandum**

To: Instructor Justin Pettigrew

From: Ryan Lee

Date: 06/12/2017

RE: Client choice due

The client that I have chose is AcroYoga International, this organization is focused on bringing new people into a community that strives toward a balance of strength with flexibility and the excitement of accomplished grace in Acroyoga.

In order for the organization to reach the public I will be creating a public awareness campaign that will focus on the benefits of doing Acroyoga as well as explain how it differs from other forms of yoga.

* The first idea to build awareness will be a project called Destination Acro. This will be a competition where people upload pictures of themselves doing Acroyoga in unique locations around the world. The best three photos will be chosen and place on the AcroYoga International website homepage and social media accounts.
* Another idea is joining in on the International Day of Yoga event June 21; this will allow AcroYoga International to newsjack the media coverage on the event.
* Posting Acroyoga videos for beginners to social media and the organization website is an idea that can be used to get active viewers on the page and interested in the activity. Expert Acro yogis could be used to give knowledgeable lessons on the concept of Acroyoga as well as its practice.
* There will also be a press release on the major health benefits that can be gained by performing Acroyoga. This would be sent to media outlets along with a media kit and then be posted on the organizations website as well as yoga and healthy lifestyle blogs.

If you have questions about any of the ideas presented for the campaign you’re free to contact me through my email or phone number.

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