



News Release

April 27, 2018

FOR IMMEDIATE RELEASE

Go WW Now, marketing campaign launches May 1

Whitewater, Wisc. — April 27, 2018 — The Greater Whitewater Committee, Inc. (GWC) has joined forces with the City of Whitewater community members to create the marketing campaign, Go WW Now.

Go WW Now is initially a one-year social media campaign to promote activities and businesses in the Whitewater area.

It will be done through Facebook.

“We’ve always done a great job marketing within the city; now we need to put that same effort into marketing outside of Whitewater,” GWC Chairman Larry Kachel said.

The marketing campaign will kick-off Tuesday, May 1, 2018. Visit facebook.com/gowwnow to see all the latest events and happenings in Whitewater.

Go WW Now is solely a marketing campaign used to promote the City of Whitewater, it will not be a news entity. It will promote Whitewater as a destination to visit and live.

There have been nine pledges from private businesses and community organizations including: Downtown Whitewater, Whitewater Chamber of Commerce, Whitewater Tourism Council, Whitewater Community Development Authority, etc.

Contributions of \$500 or more will place that entity immediately in a stakeholder’s position for the campaign. As a stakeholder, one will join GWC Director of Operations Alexandria Salas in a monthly meeting to discuss the marketing direction of Go WW Now for that month.

Each month will have a general theme to focus on for posts and advertisements.

“I am looking forward to working with such a wonderful community,” Salas said. “It will be a learning experience for everyone involved as we see how strong social media can help grow our community.”

The first stakeholder meeting will be Friday, May 4, 2018, located at Whitewater City Hall. The meeting will begin at 8 a.m.



Anyone who would like to donate and be a stakeholder in this campaign or join the meeting can contact Salas at operations@knightpublicaffairs.com.

Businesses to be promoted through the campaign include but are not limited to the following: restaurants in Whitewater, City of Whitewater events, Whitewater Unified School District and UW-Whitewater events.

The campaign will be reviewed after one year, to see if there is a need and desire to continue.

For further details about Go WW Now and the marketing campaign, please contact Salas at operations@knightpublicaffairs.com.

###