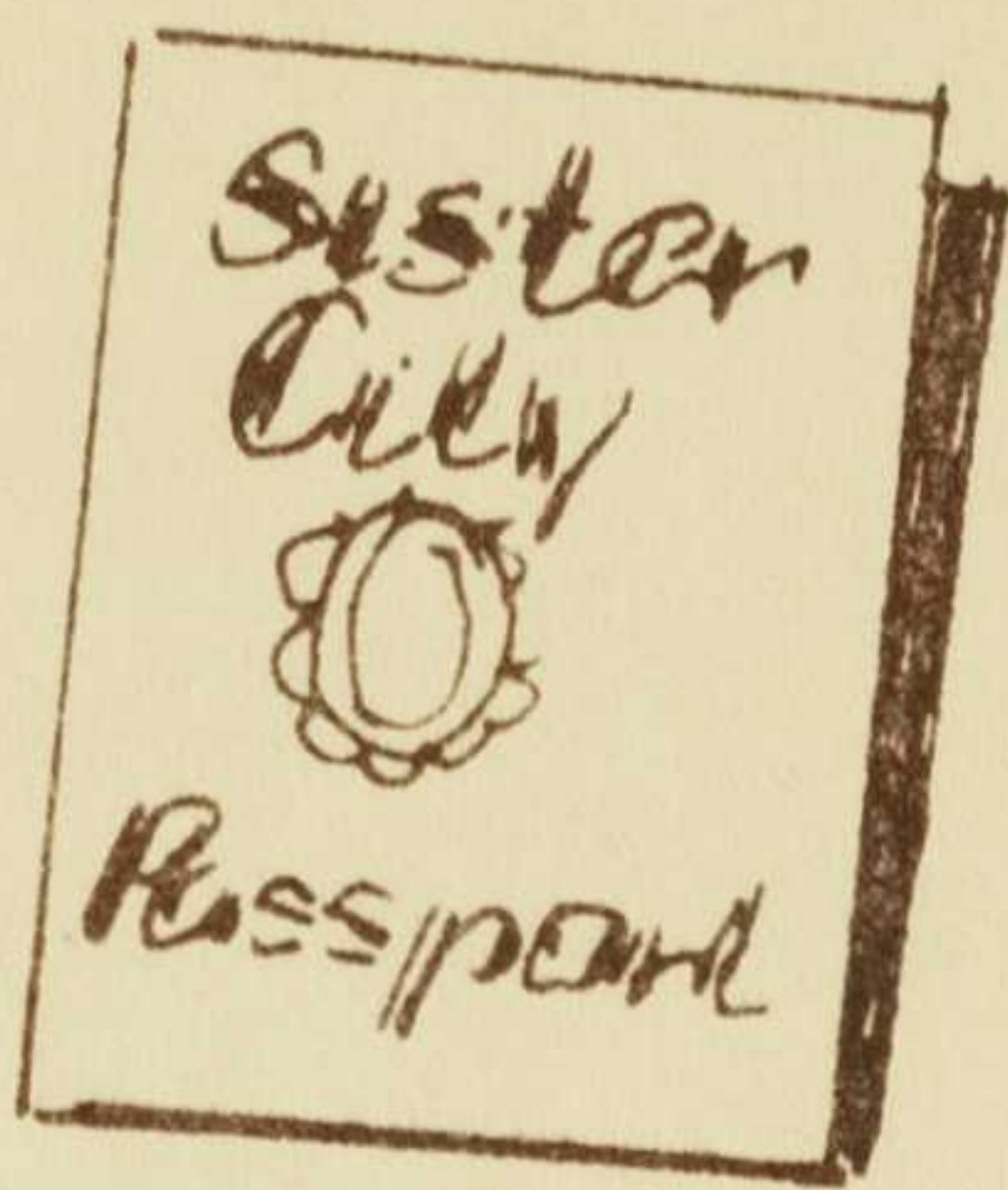
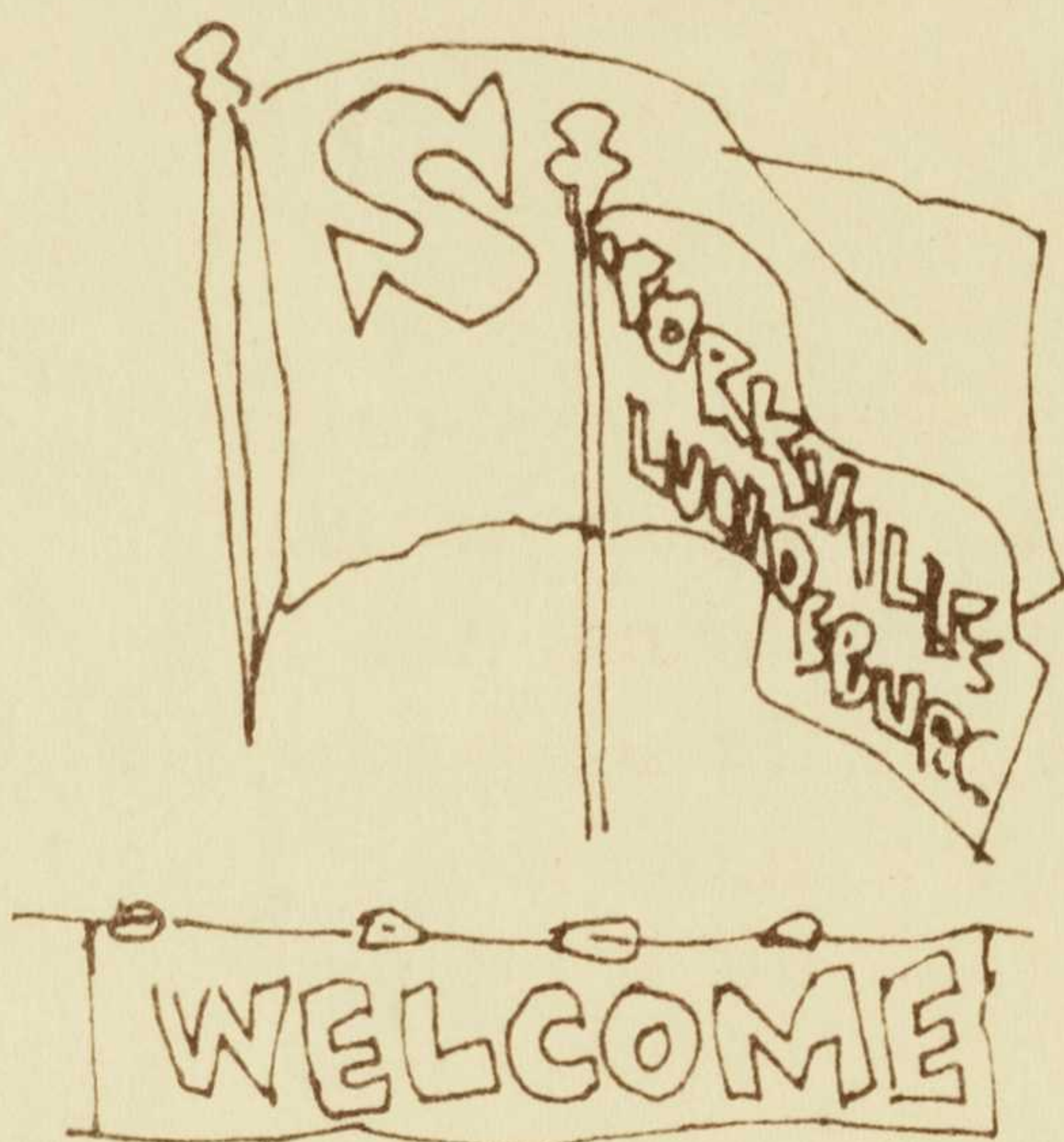




"Goodwill Passports", introduction cards, and the like in the language(s) of your Sister City (ies), explaining the aim of furthered international understanding that underly the affiliation concept, insure exceptional courtesy and attention for travelers to your Sister communities. In the process they spread awareness of what we are trying to achieve.



Signs, posters, flags and banners are an obvious way to drum up interest and create awareness in the case of delegation visits, special "days" and festivals. The "Welcome" streamer strung across Main Street or the words of greeting displayed on motel marquees are typical examples. The publicity techniques cited thus far are fairly standard and predictable. They are used not only in the Sister City program but for a full range of public purposes.

Some particularly imaginative attention getters reported to TAA are:

- a bank watermarked all the checks of its account holders with their Sister City's symbol. "We bank on our friendship," explained the President.
- commercial stationery and greeting card use of Sister City symbols, such as drawings of the pagodas, bells and statues that have come to symbolize the affiliation, provides the radiation effect of free publicity. Some committees have even profited through donations from business for the use of the symbol.
- in case of a sizable flow of visitors from abroad, awareness of your community's international status can also be spread by having on your local police force officers familiar with the language of most tourists. These men wear special badges indicating their foreign language proficiency.