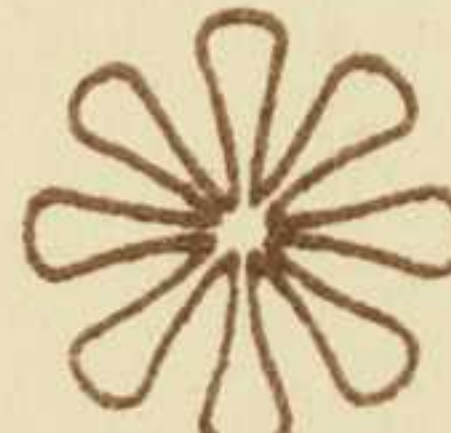


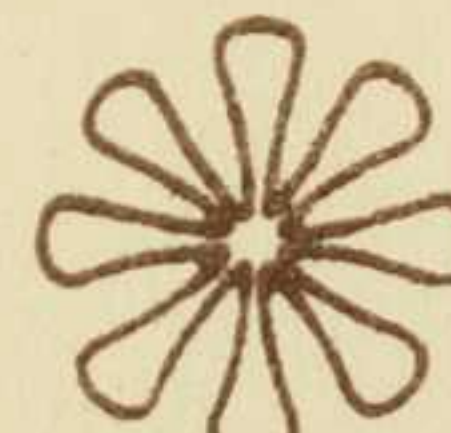
- celebration of Sister City holidays, Sister City week or themes in department stores, fairs and exhibits. Official phone calls and greetings telegrams to Sister City mayor/chairman.
- benefit performances and banquets to raise funds for worthy Sister City projects.
- Sister City floats built as community projects for nationally-televised events.
- drill teams and Sister City motifs at sports events, flower beds in the shape of Sister City emblems.
- the award of prizes and medals for Sister City activities or individual accomplishments.

Innovation pays off in public attention focused on your program. Here are some instances of committees using their imagination to obtain coverage while conducting outstanding programs:

When an enterprising Chicago department store brought over a fully-equipped British double-decker bus for a promotion stunt, the news traveled quickly to the suburban community of Western Springs, which is linked with 900 year old Rugely, England. The committee succeeded in borrowing the bus for two days and with the happy permission of its friends in Rugely fitted it with signs proclaiming "Cheers from Rugely" and "Rugely Salutes Western Springs", as it traveled slowly up and down the Sister City lanes.

 In Graz, Austria the first telephonic greeting received by satellite from the Montclair, N. J. committee could be heard for a week by dialing a service number on local phones.

The scientific bent of some Sister City committees is likewise good for local headlines:

 As their Sister City project in Newport, Oregon Jaycees drifted some 3500 bottles partly filled with sand and a multilingual Sister City message off the Oregon coast to help determine Pacific Ocean currents. On the other shore