

Marketing Budget: Medium Community marketing budget (\$20,000 - \$100,000)

Submission Category: Print Material

Organization: Newton Convention & Visitors Bureau

Who worked on this Project (internal/external): internally

Integrated Components or Type: Children's activity book

Project Description: This children's activity book is designed to highlight Newton's history in general and the downtown National Historic District specifically by offering a variety of kid-friendly activities such as word searches, mazes, connect the dots and a seek-and-find featuring the central block of Main Street. All artwork was done by local artist who hand drew the illustrations. CVB staff researched the history featured on each page and created the layout.

Summary: This activity book is connecting families to Newton's history in a fun-hands on way.

Web Link: https://issuu.com/visitnewtonks/docs/newton_activity_book_2021-for_web

Additional: N/A

Comments: The link posted above for the file is the actual online flip-book. If interested in the ToNewton.com landing page for the project, please go here: <http://tonewton.com/activity-book.html>.