

**Marketing Budget:** Small Community marketing budget (\$19,999 and under)

**Submission Category:** Print Material

**Organization:** Explore Crawford County

**Who worked on this Project (internal/external):** Initiated internally, but Chris recruited assistance from Art Department students at Pittsburg State University

**Integrated Components or Type:** Coloring Book

**Project Description:** "Gus Explores Southeast Kansas"

Created a kids Coloring Book featuring Gus, the PSU Gorilla Mascot, exploring his favorite spots in SE Kansas (Crawford County & slightly beyond). Originally designed as something to do for kids staying in hotels, it has expanded to serve as a Kids and Family Visitor's Guide that we have handed out at shows & the Big Kansas Road Trip. As the kids color each page, it is our hope that they will also ask their parents to go see each site featured throughout the book

**Results:** Far surpassing our expectations, our original run of 2500 copies quickly ran out and we immediately ordered another 5000 copies, this time ordering crayons to include with them. We hope to secure a partner to help us print a much larger run so we can also distribute them every year to kindergarten classes throughout the county to encourage kids' love of learning, traveling, & exploring our world. We anticipate that this will be a very cost-effective way to reach a broader audience directly.

**Summary:** Explore Crawford County created a kid's coloring book titled, "Gus the Gorilla Explores Southeast Kansas" as an inexpensive and family-focused tool to get kids and families to, a) understand and see what there is to do in SE Kansas and, b) to add incremental room-nights to their visit by getting the whole family excited about experiencing attractions in a largely rural area of the state.

**Web Link:**

**Additional:** [https://tiak.org/wp-content/uploads/gravity\\_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2022/07/Explore-Crawford-County-Coloring-Book-V2-10x10-48-pages.pdf](https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2022/07/Explore-Crawford-County-Coloring-Book-V2-10x10-48-pages.pdf)

**Comments:** The original and second, expanded version of the coloring book are printed on 10 1/2" x 10 1/2" newspaper. We are working to create an 8 1/2" x 11" version to install on our website so kids can print the books at home as well. I will be sending via USPS, several copies for your review.

One final note: My name is Dave Looby and I am the new Director at Explore Crawford County (formerly called the Crawford County Convention and Visitors Bureau). I am submitting this entry on behalf of, and unbeknownst to, Chris Wilson. He is our Communication's Manager and the only other person on our staff. Chris does a great job for us and he is the brains and driving force behind this project. He strongly deserves your attention and sincere consideration of this submission. Thank you!