

# Promoting the Exhibition

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Following are some suggestions designed to aid hosts in the promotion of a *Faces of Freedom* exhibition.

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## **1. Hang Faces of Freedom images as a window display**

- Images should be placed in a visible location to attract viewers into a showroom, a store, or gallery space.

## **2. Send Invitations to the Exhibition**

- Exhibition images can be used for the invitation. This will allow invitees to have a preview of the exhibition and help secure their attendance.
- Sending invitations via post and email are recommended.

## **3. Engage in public outreach prior to the exhibition**

- Contact local media outlets and ask them to write a feature on the exhibition. Use the Faces of Freedom Press kit at:  
[http://www.goodweave.org/uploads/GoodWeave\\_Exhibition\\_Press\\_Kit.pdf](http://www.goodweave.org/uploads/GoodWeave_Exhibition_Press_Kit.pdf).
- Invite media representatives to come and view the exhibition.
- Upload Faces of Freedom web applet to your website.
- Place a live link to <http://facesoffreedom.goodweave.org> on your website.
- Announce the event on your website and your electronic distribution lists.
- Send information about your event to [facesoffreedom@goodweave.org](mailto:facesoffreedom@goodweave.org) so we can highlight it on RugMark's Faces of Freedom micro-site and in RugMark's e-news.

## **4. Consider including a cultural or musical program as an added attraction**

- Invite members of the community or industry to view these images while also providing a musical or cultural program which can act as an added attraction for invitees.
- Include image previews on the invitations to capture the attention of invitees.

## **5. Turn the exhibition event into a fundraiser**

- Host a rug raffle and support a great cause. Include Faces of Freedom images and captions on raffle tickets to remind invitees about the cause and children they are helping.
- Send a follow-up mailing to all invitees and ask for their support.
- Include a donation box or bowl during an exhibition for invitees to show their support for RugMark and its GoodWeave certification program.