



Kentucky Living

Beautify the Bluegrass is a statewide initiative calling on Kentuckians to come together to make their hometowns shine and contribute to the beauty of the Commonwealth

Participant Checklist

- ☐ Before beginning work on your project, make sure to check out the Terms and Conditions for this contest located [here](#).
- ☐ Get a team together (Family, Church, Work, Community Group, etc.)
- ☐ Identify a public area in your community that needs cleanup, repair, or enhancement.
- ☐ Take photos of the space BEFORE work begins.
- ☐ Post your BEFORE photos and description of your project on social media using #beautifyKY. (You might be contacted for a special guest to stop by and help.)
- ☐ Dig in and "beautify" the area. Take photos throughout the process.
- ☐ Use the below media pitch to alert your local paper, radio, or tv station about your project.
- ☐ All entries must be submitted by **5 pm EST on July 27, 2018** at (insert link.) Entries must include BEFORE and AFTER photos.



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Social Media Tips

Whether you're posting your project on Facebook, Twitter or Instagram, below are some social media tricks to follow:

1. Take "before and after" photos during the day to take full advantage of natural lighting. Using your phone camera is just fine!
2. Post progress photos to keep viewers engaged on the status of your project.
3. Have group members share and retweet your posts.
4. Take entry BEFORE and AFTER photos from the same angle. Note: If you choose to use a filter, make sure to use the same for both!
5. Include a caption to explain why you chose to "beautify" that specific area.
6. Include [**#beautifyKY**](#) in all of your posts.



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Media Pitch (Optional)

Get the word out about your project!

1. Call your local paper or station to ask them what email address a news tip should be sent to.
2. Customize the below message and send!

Good afternoon,

My name is **(insert name)** and I live in **(insert town)**. I am participating in Governor Bevin and Kentucky Living's "Beautify the Bluegrass" initiative to help make our public spaces more beautiful. Alongside my team **(provide short description of team)** we are working to fix up and beautify **(insert space)**.

If you'd like to come see the work we're doing or talk to us more about our project, please let me know- I'll be happy to let you know when we'll be working.

To learn more about the "Beautify the Bluegrass" initiative, you can read the press release about it's launch here: **(insert link)**.