

**Total content created by
Strategy & Engagement**



Unique Graphics
178



Video Promotions
9

Media Relations



BellMedia

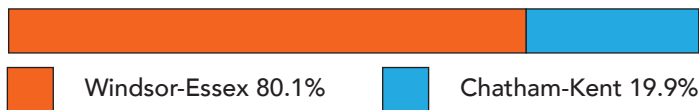


Campaign
February 19 - April 5



Impressions
166,615

Impressions by Geo-Location

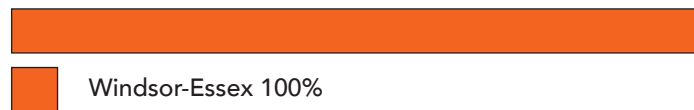


Campaign
February 5 - March 17



Impressions
442,200

Impressions by Geo-Location



Media Releases

Sean Kenney's Animal Super Powers® Made with LEGO® Bricks
Coming to LaSalle

Sean Kenney's Animal Super Powers Made with LEGO® Bricks
Opens to The Public on January 25, 2024

Book a School Field Trip to Sean Kenney's Animal Super Powers®
Exhibition

Celebrate Your Birthday at Sean Kenney's Animal Super Powers®

PA Day, Family Day, and March Break Fun at Sean Kenney's Animal
Super Powers®

Discover Sean Kenney's Animal Super Powers® During March Break

Coverage picked up by local media



Traditional Media



**Promotional
Flyer**

Biz X Magazine

Essex Free Press

Harrow News

LaSalle Amherstburg Observer

River Town Times

Tecumseh Post (digital version)

Tilbury Times

WindsoriteDOTca (digital version)

Windsor Star (digital version)

LaSalle Post Ads
December - March



LaSalle Kiosks
December - April
9



LaSalle Messenger
Fall 2023 Edition
11,645



2,000

Truck or Treat

1,500

**TWEPI and
Vollmer Centre**

9,600

**Delivered with water
billing invoices**

Social Media



Digital Media