

## ***Draft Blog Post***

### **Celebrate the OVATION Awards Street Style!**

It's not the Oscars, but we're turning it up a notch by refreshing the format of the OVATION Awards. Instead of the formal, predictable gala style event, this year we'll be having a reception style event.

Called IABC/Toronto's OVATION Street Party 2015, the casual indoor block party highlights the urban nature of the creative concept. Related to the connection between the urban and the creative is our theme of "Paint the Town Blue," which will be reflected in various ways throughout the venue,

Intrigued? Keep an eye out for more details! Come out and celebrate your success with peers who truly understand exactly what it is that you do all day!

Word Count (including headline): 117

## ***Draft LinkedIn Post***

### **Blue carpet ready for the OVATION Street Party!**

We're literally rolling out the blue carpet for you this year at the OVATION Street Party 2015. How else could we celebrate communications stars? Oh, we can think of a few other ways: food stations that serve delectable street-style fare, music that keeps the party going, and a photo booth to capture all your 'cloud-nine' moments!

Our "Paint the Town Blue" theme highlights the urban nature of the creative concept. Venue elements will also have an urban quality to them, such as lighted screen panels on the walls, casual seating, the set-up food stations, and the decorations. We almost forgot about our signature, urban-inspired OVATION cocktail!

Over the last few years, attendees like you told us you wanted an OVATION event that lets you have fun with your peers, team members, and clients. We took this to heart, and that's why this year, our focus is on giving you more flexibility to network and socialize.

Entertaining emcee/host, Tracy Moore, will once again keep the awards presentation running smoothly with her trademark wit. Want to give your peers a shout out on Twitter? The Tweet wall will showcase your wizardry with 140 characters!

Word Count (including headline): 199

### ***Draft Sample Tweets***

**Sample Tweet#1** [Characters (with spaces): 136]; Characters (without spaces): 112]

Celebrate our fresh OVATION format! You said you wanted to have fun with your peers and your team at the OVATIONS, and we've delivered!

**Sample Tweet#2** [Characters (with spaces): 126]; Characters (without spaces): 103]

Paint the Town Blue at our OVATION Street Party on Mar. 27! Celebrate, nosh, network, and socialize at The Design Exchange!