

Unitarian Universalism Celebrates in Times Square!

The UUA will be advertising in Times Square during this holiday season on the NBC Panasonic 1200 square foot Astrovision Screen. Over the course of 24 days a 30-second commercial, aired eight times a day, will be seen by over 1.5 million people traveling through Times Square each day. The commercials will run from November 14-27th and then again from December 23- January 1st. The spots will be viewed by the 2.5 million visitors attending the Thanksgiving Day parade (which will be broadcast by NBC) as well as the 750,000 revelers attending the New Year's Eve celebration in Times Square.

Tracey Robinson- Harris, Director of Congregational Services states, "this media buy was made available to us quickly and we jumped at the chance. **It's a great opportunity to make Unitarian Universalism better known to New York area residents**, as well as a national audience comprised of tourists visiting the Big Apple".

The commercial, created and produced by the media buying company, promotes the basic principles of our faith, in simply worded phrases and uncomplicated visuals. This medium is soundless - it's similar to a lighted billboard - so the visuals and message must be impactful and quickly tell our story. The commercial will direct seekers to the UUA website for information about Unitarian Universalism.

To see the schedule of times that the commercial will air, visit the UUA website <http://www.uua.org/>.

For UUs in the New York City area, we hope you'll have the opportunity to visit Times Square and see our message proclaimed. *And we hope that you will be conscientious in welcoming visitors to your congregations during the holiday season. This is a good and necessary time to share the good news of our faith!* For information on hospitality and belonging go to the following page on the UUA website: <http://www.uua.org/programs/congservices/uncommon/hospitalityhome.html>. The UUA has just released a new resource "The Membership Journey" which is a great guide for membership growth and retention.

For more information contact Tracey Robinson-Harris, UUA Director of Congregational Services, at trobinson@uua.org or Valerie Holton, UUA Marketing Outreach Consultant, at vholtan@uua.org.