

## ***Save-A-Lot Store Openings: Helping a Desert Get Its Just Dessert***

**Challenge:** Generate excitement and awareness around five Save-A-Lot store openings in Southside Chicago's "food desert" - an area with little access to affordable, healthy food.

**Approach:** Understanding the vibrant role they played in the community, Blick focused on educating and involving local leaders to understand the Save-A-Lot point of difference and the importance of healthy eating – serving as communication catalysts for the community.

### **Results:**

- ❖ Hosted standing room-only "Dollar-Cutting Ceremony" and store tours led by the newly-elected Chicago mayor Rahm Emanuel and Save-A-Lot corporate representatives. Event was attended by key government officials, alderman, community leaders and consumers.
- ❖ Executed saturation media outreach with coverage by all local major media including: *The Associated Press, The Chicago Tribune, The Chicago Sun-Times, ABC, NBC, CBS, FOX and WGN*, as well as online media and bloggers – all helping to create awareness and excitement for the new Chicago stores.

***Let Blick give you some food for thought about your communications programs.***

