

For IMMEDIATE use

## What was with the green feet all over town?

HARRISBURG, PA --- Thursday, July 1, seemed like an ordinary day to commuters, shoppers and party-goers in downtown Harrisburg. Excitement was mounting for a 3-day holiday weekend, folks were looking forward to the American Musicfest and celebrations all over the midstate. But there was something a little off... green feet were everywhere. What could it mean?

Unfortunately, the people who thought they might get an extra day off because the city was being attacked by aliens, were disappointed; however, The Patriot-News *did* manage to give them -- and the entire midstate -- an extra day to plan their weekend.

The Patriot-News entertainment guide, Go!, a weekly guide publishing on Thursdays, made its debut on July 1. "Go! feet" were created and used in a campaign for the new section that included ads in the paper and TV commercials to pique people's interest.

What started as an off-the-wall suggestion, "Hey, wouldn't it be cool to paint Go! Feet all over the city?" ended up being a great way to stir up some excitement. At 3:30 a.m. on July 1, members of The Patriot-News staff and Pavone, its ad agency, went downtown in small groups to spray paint green Go! feet going all over the city where they have access to restaurants, museums, theaters, clubs, galleries, sporting events -- and other fun places and things that people want to go see and go do.

All in all, spray painting feet and seeing people's reaction the next day was fun. One regret is that we didn't have enough biodegradable spray paint or employees to put green feet all over the midstate, which would have been more representative of The Patriot-News and Go!'s coverage and distribution area.

Go! publishes every Thursday and includes features such as a 7-day calendar, family-friendly events; gallery, theatre, movie and club listings; and sports coverage, as well as reviews on video games, food and dining and more.