



## Carilion Family Fun Factor

**Who:** Community and Kids

**What:** Tables, Chairs, 8 Participants for Halftime Promotions of Dress the Surgeon  
Carilion provided giveaway items and prizes as well as games such as Smoking Stinks, Safety Wheel, and others to provide a fun atmosphere to teach kids about living healthy. At halftime, a t-shirt toss took place with various mascots from the Medical Center and the RU Highlander (shirt included the Carilion Family Fun Factor logo)

**When:** Pre-game and half-time

**Where:** Men's and Women's Basketball

**How:** Contact local/regional Medical Center/Hospital  
Meet with Community Relations/Programming Staff  
Determine interest and best date for promotion  
Brainstorm ideas for successful promotion  
Finalize date and events to coincide with promotion  
Marketing of event by Medical Center and Athletic Department

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