



CELEBRATING
**PI(E)
DAY**
WITH



OUR GOALS

- To give away 314 slices of Pizza – sharing the message of March Frozen Food Month and the health benefits of Pizza in a language that the difficult-to-impress teenage audience would relate to.
- To attract and engage with 50 students – sharing with them and their families the resources available from The Student Union.



Happy Pi(e) Day!



THE PROGRAM



HAPPY PI(E) DAY
from PALERMO'S

THIN CRUST CHEESE
-- and --
THIN CRUST PEPPERONI








palermospizza.com



ANATOMY OF PIZZA



A Family of Brands
Since 1964

palermovillainc.com/join-palermo-insiders

MANUFACTURER COUPON



SAVE \$1
when you buy ONE
Palermo's Family of Brands Frozen Pizza



OUR RESULTS

640 slices of Pizza – 204% of our goal – were eaten by the students and their families attending the Open House.

The Pizza was prepared in Palermo's Corporate Food Truck, parked outside TSU. Each slice was accompanied by a fun March Frozen Food Month flyer that touted the health benefits of Pizza (i.e.: Pizza Sauce is a great source of antioxidants; Cheese is loaded with calcium and protein) and included a manufacturer coupon.

***Pi(e) Day Bonus:** The scent of baking Pizza wafting from our Food Truck attracted people from the neighborhood, who followed their noses to TSU.*

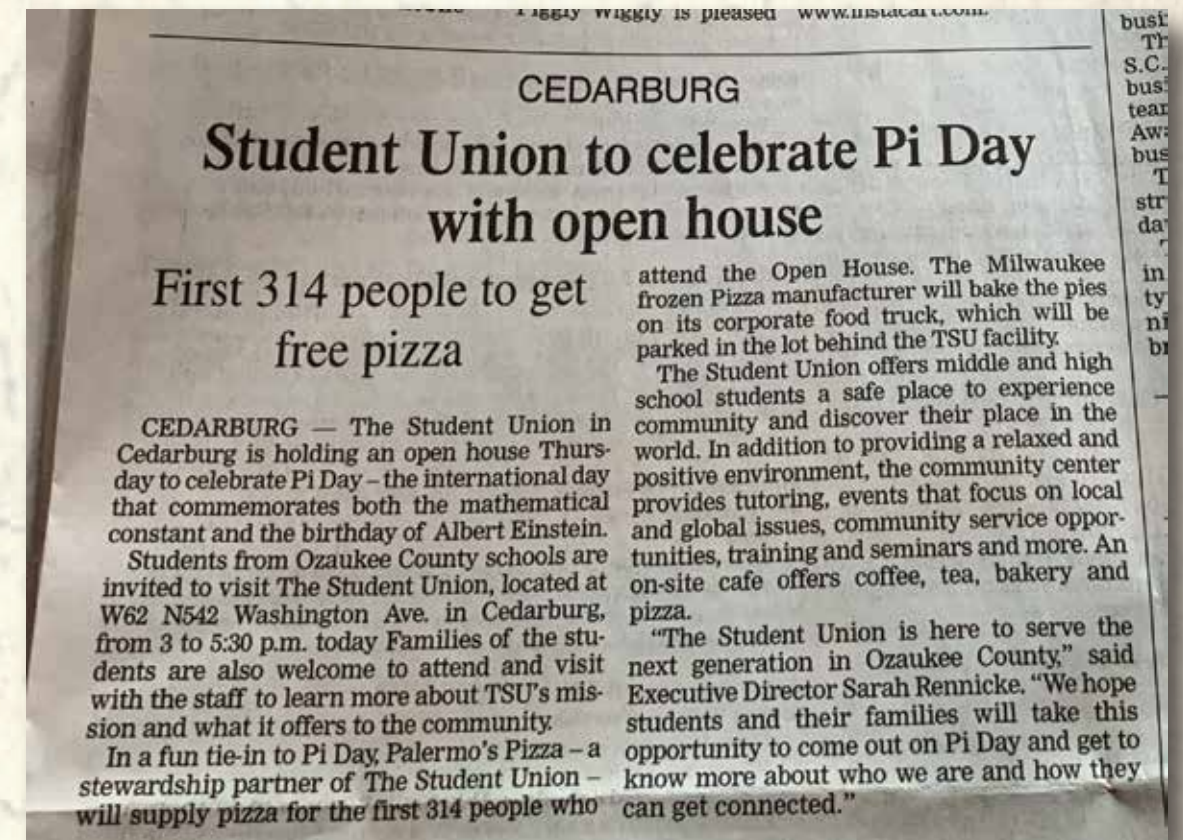
75 students – 150% of our goal – attended the Open House.

TSU staff and volunteers provided tours of the facility and used the opportunity to show off what a welcoming environment and great resources the community center provides. Attendees included students who were already familiar with TSU, as well as many who were visiting for the first time.

***Pi(e) Day Bonus:** We scored a great write-up in the local newspaper, creating awareness among those unable to attend the Open House. Additionally, live social media posts created during the event continue to garner views months later.*



CONNECTING



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