



**Orange Park Mall Military Appreciation Day
Jacksonville, FL
May 15, 2010**

Attendee: Lisa Blevins



Top Left: Lisa Blevins, MSCCN; Top Right: Florida Youth Challenge Academy
Bottom Left: Blue Star Moms; Bottom Right: Promotion for the Military

Overview

MSCCN attended the Orange Park Mall's first-ever Armed Forces Appreciation Day in Jacksonville, FL. The event was held on Saturday, May 15 from 10 a.m. to 5 p.m. to honor the men and women who serve this country. This day of free, family-friendly events featured music, activities, games and community information. MSCCN participated in this event by hosting a table where military families received information about our services.

This was a wonderful chance for MSCCN to increase our visibility in the community. We had 27 applicants sign up for more information about MSCCN services. Many of these applicants had been searching for a job for awhile and we were able to give them some specific job search suggestions. We had a few people sign up for our employment workshop next week and have already had a few candidates call us from the event. We had an additional 20-30 people stop by our table who were able to talk to us about the MSCCN and our services. In addition, there was a high volume of mall traffic that saw our table with our logo and sign.

We had a little time to talk to other organizations. We were able to share information about MSCCN with Blue Star Moms, the VWF, the Fleet Reserve Organization, and the Florida Youth Challenge Academy.

This was a wonderful event for military families. There were many fun activities for kids, discounts and promotions for the military, and information on area services. The high visibility of the event also made it a wonderful marketing opportunity for MSCCN. This was their first-ever annual event and it would be worth participating in again next year.