



## **Macomb County Pride presents DRAG-ing in the New Year, a virtual brunch!**

Join us on **Friday, January 1, 2021, 1:00 - 2:30pm** on Facebook Live!

Like most of 2020, we've made the decision to move this event to a virtual format to allow our friends, near and far, to participate and stay safe. Drag performances by Kourtney Castro and friends. Specialty coffee and hangover cocktail demos. New Year's Resolutions, lessons learned, and a big giant goodbye to 2020!

### **We want your group to be part of the fun!**

We are reaching out to organizations that support and welcome the LGBTQIA+ community of Macomb County to join us in DRAG-ing in the New Year. We would like to have you reach out with a short video message for the community and offer a New Year's wish for 2021. Videos will be played during the virtual brunch and on Macomb County Pride social media in the days around the event.

### **Video Outline**

**Video Deadline:** December 6, 2020

**Video Length:** 30 seconds to 1 minute

**Video Orientation:** horizontal (landscape) video

1. Tell viewers what organization you are representing.
2. Give a quick statement about your organization (your elevator speech).
3. Wish viewers Happy New Year and give a short positive message/wish for the new year.
4. Invite viewers to your organization's programs, if applicable.
5. Let people know the best way to find out more about your org. – Website, social channels, etc.

Please begin your video with your organization's name – such as "Happy New Year from ORG NAME!" or "Hi! We are Chris and Jane from ORG NAME," etc. Don't be afraid to shoot more than one video. We will only select one to share, but we don't mind having some choices.

***If you don't want to record a video***, a static graphic with the same information would also be great. High resolution JPG or PNG format preferred.

**Email your finished video via Dropbox or Google Drive by December 6, 2020 to [angela@macombcountypride.com](mailto:angela@macombcountypride.com) or text it to 906-399-9861 (Apple iOS only).**

Questions? Contact Angela Lenda at [angela@macombcountypride.com](mailto:angela@macombcountypride.com).