

## **Samples of promotional copy for AOL-Digital City Kay Daly**

### **Headlines and Subhead promotions for local entertainment events**

**Earn a Smooch:** Perfect date ideas in Chicago

**Cheap Thrills:** Want something for nothing? Today is free day at the Houston Zoo.

**A Squeezebox Salute:** The Witte Museum celebrates the accordion.

**Discount Delish:** Check out the cheapest eats in Chicago.

**Peep Show:** Stake a spot at the best people-watching sites in town.

**Paint the Town Pink:** Best options for a girls' night out.

### **Copy for a feature promoting Valentine's Day events**

#### **'As You Like It'**

What would you do for love? Go into the woods with the Bard to explore the mysteries of passion, infatuation and the human heart.

#### **Free Ice Skating**

Strap on your skates, bundle up and spend some quality time on the ice. Your sweetie can always catch you if you fall.

#### **'La Luna Muda'**

Explore the whimsical joy and perilous adventure of love in this playful presentation of a fable about passion.

#### **'Tony N' Tina's Wedding'**

Love, Italian-style! Tony and Tina are finally getting hitched, and you're invited. Indulge in an interactive wedding play, complete with pasta like Nana used to make.

#### **Hubbard Street Dance Chicago**

Find out if body language is the language of love as you watch Chicago's premier dance troupe strut their stuff.

#### **Afternoon Tea at the Ritz**

Drift back in time for the gentlest of old-fashioned social pleasantries. When else will you get to say, "Coffee, tea or me?"

#### **Barry Manilow at the Van Andel Arena**

He "can't smile without you." Share an evening with the premier singer of the schmaltzy ballad. A million little old ladies couldn't be wrong.

#### **American Music Masters Series - Smokey Robinson**

Sway to the classic early-rock hits of a true pop legend. When he sings, who wouldn't want to be "My Girl"?

### **Copy for a feature on New Orleans' Jazz Festival**

Every year, the Big Easy celebrates all things New Orleans: great music, great food, great history. For two solid weekends, kick back and savor an authentic N'Awlins gumbo of local heritage and world-famous culture.

#### **Festival Overview** *[link to sub-feature]*

One admission gets you into the festival. Get the highlights, history and daily musical lineup.

#### **Extra Concerts & Shows** *[link to sub-feature]*

Hot tunes continue after hours at these extra-admission shows at local clubs and halls.

#### **Find the Facts** *[link to sub-feature]*

Need the what, when and where? Check here for timely tips about tickets, parking, more.

#### **Explore the City** *[link to sub-feature]*

Outside the fairgrounds, another playground awaits! Don't miss the best of the Big Easy.