



## **Sligo Ribbon Cutting Case Study**

*(December 2014)*

### **OVERVIEW**

Our client Sligo Pub & Restaurant celebrated the official opening of its new Glen Mills location with a ribbon cutting ceremony, tours, and a special toast in December 2014.

Sligo is a popular eatery and gathering spot – the original opened in 2005 in Media and has become one of the Borough's greatest hotspots for family dining, live entertainment, and fun times with friends and family.

Sligo owner Ed Lawlor, a successful Media businessman and restaurateur, recruited The Media Message team to coordinate and publicize the ribbon cutting event. Watch highlights in our video here: <https://vimeo.com/114904447>

**EVENT PLANNING** - The Media Message gathered together local dignitaries, business owners, dedicated staff, and Sligo regulars to attend the ribbon cutting ceremony and facilitated promotional and media photo opportunities. Special guests included Delaware County Councilwoman Colleen Marrone; Tore Fiore, Executive Director, Delaware County's Brandywine Conference and Visitors Bureau; and Kevin O'Donoghue, Concord Township Board of Supervisors.

**MEDIA PLACEMENT** – Key media bookings and placement for Sligo Pub & Restaurant were secured in mainstream media publications:

[AroundMainLine.com](#) – produced real-time coverage on [Instagram](#), Facebook, Twitter, and blogs

[Delaware County News Network](#) – provided on-location coverage including video updates

[Town Dish](#)

[Town Talk](#)

**SOCIAL MEDIA MANAGEMENT** – The Media Message built and continues to maintain an interactive social media campaign on Facebook, Twitter, Instagram and other timely social media outlets to keep customers up to date on Sligo's upcoming events, new menu items, and all the latest news.