

# To The Stars

## KANSAS

### **GIVE A TOAST TO THE SUNFLOWER STATE ON KANSAS DAY!**

This year, Kansas Day will be a celebration of everything that makes Kansas special.

You, your organization, and your community all embody the Kansas spirit. Please join us in celebrating Kansas Day by posting your own tribute to the 34th state to your Instagram, Facebook, and TikTok.

The Kansas state motto To The Stars Through Difficulties lives beyond the state seal. It is emblazoned on our souls. It is the thread that connects the fabric of Kansas. We were made by hands that toiled in the unforgiving land and forged on the belief that freedom is our greatest calling. We celebrate everyone and everything that makes Kansas. The Kansas experience is a salute to the real, to the rowdy, to the wide-eyed wanderer. To the stars.

#### *The Plan:*

On January 29, 2021, Kansas Tourism will celebrate its new travel campaign, featuring the tagline 'To The Stars.' We are asking all Kansans and lovers of Kansas to join in the excitement by creating your own toast to what makes Kansas wonderful with a post using the 'To the \_\_\_\_...' structure.

#### *Format:*

Choose your favorite Kansas location, person, or attribute, and place it in the "To The \_\_\_\_..." format. Then include an explanation of what Kansas means to you. Feel free to be creative. Include the hashtag #ToTheStarsKS in all of your posts.

Make your "To The" salute either a video or an image with text of what you're celebrating. Schedule or make your post for Kansas Day, January 29, 2021. (see examples on page #2)

#### *The Ask:*

RSVP BEFORE January 27 to let us know if your destination/DMO will be participating by creating a 'To The \_\_\_\_...' post. Please include the handles for all of the social media channels you will be posting from. We want to be sure that the Kansas Tourism channels are following you!

Please send RSVP to [Jordan.Roemerman@ks.gov](mailto:Jordan.Roemerman@ks.gov)

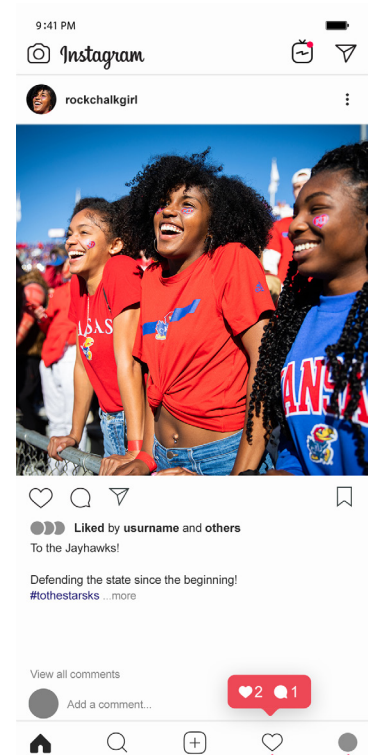
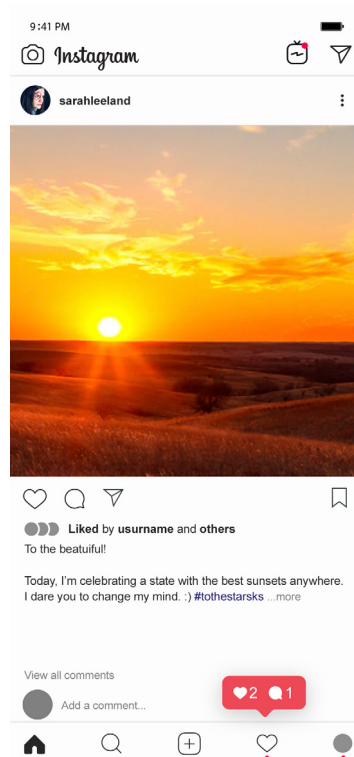
#### *The Toolkit:*

After submitting your RSVP to participate, we'll send you an exclusive link to campaign assets to allow you to be the first to access the logos and looks of the To The Stars campaign.

Please be sure to post from your organization's pages AND your personal social media pages.

# KANSAS DAY 2021

## Post Examples:



For additional campaign information and post examples please RSVP to [jordan.roemerman@ks.gov](mailto:jordan.roemerman@ks.gov)