



For Immediate Release

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New Community Texting Campaign 413 Families/Familias Launched Today

Springfield—Seven community organizations today launched a new texting campaign, **413 Families**, to provide Springfield families with young children education, health and wellness and parenting tips along with fun, free things to do in Springfield.

[Photo attached]

Organizers announced two special offers as incentives for families to opt into the texting program. Springfield Museums is giving away two prize packs valued at over \$70 for its new exhibit, *Wolf to Woof*, running from January 30 through May 15, each including exhibit tickets for up to five people (\$25 value), a \$25 gift certificate to the museum store and a plush dog puppet. Those who are opted in by Thursday, January 28 will receive a message about the museums giveaway; their reply to that message will enter them to win with two winners being randomly drawn.

The Basketball Hall of Fame is offering admission (up to 4 people per family) to the Hall on Saturday, February 20 for \$4.13 (a \$92 value), the same day that 413 Families partner WGBY's Love of Learning event will be held at the Hall of Fame. A text message will be sent to those who are opted in, and the first 100 people who reply to the offer will receive a mobile phone coupon to present to the Hall of Fame on February 20.

Examples of 413 Families texts:

"Join Winter Reading Club at any Springfield City Library & earn great prizes for reading! For kids & adults thru Feb. 21. More info call 413-263-6828 x201."

"Dr. Seuss Birthday Celebration SATURDAY at the Springfield Museums to honor Springfield native Theodor Geisel. Springfield residents FREE with proof of residency."

Those who opt into the 413 Families texting program have the option to receive messages in English or Spanish. To receive messages in English, those interested are invited to text the keyword **413families to 313131**; and those interested in receiving messages in Spanish are invited to text the keyword **413familias to 313131**.

The texting program also launched its website, www.413families.com, which allows people to opt in online and learn more about the program and its participating organizations.

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Representatives of participating organizations of 413 Families, the Springfield Public Schools, Springfield City Library, Springfield Museums, YMCA of Greater Springfield, WGBY Public Television, Stay in School initiative (United Way of Pioneer Valley) and Reading Success by 4th Grade, at the launch event held today at the Springfield Museums.



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Pilot Community Texting Campaign 413 Families Surpasses 1,100 Participants

Springfield—The pilot community texting campaign, **413 Families**, now has over 1,100 people opted into the program, surpassing the campaign's goal of 1,000 opt-ins by the end of August 2016.

Launched in February 2016, the texting campaign provides local families with young children education, health and wellness and parenting tips along with fun, free things to do in Springfield.

The campaign is a collaboration among seven community organizations including the *Reading Success by 4th Grade* initiative; Springfield Museums; Springfield City Library; YMCA of Greater Springfield, Springfield Public Schools; the United Way's *Stay in School* initiative; and WGBY Public Television and was formed as a way to engage families with young children.

The 413 Families program sends 2-3 messages per week that include reading and parenting tips as well as information about events and giveaways, including free tickets to community events and bookstore gift cards. One of the first opt-in incentives was discounted admission to the Basketball Hall of Fame for just \$4.13 to the first 100 respondents.

A survey confirmed that the program is reaching its target audience (families with young children) and that opt-ins are finding the messages useful. Nearly 87% of respondents said they are either extremely likely to recommend 413 Families to a friend/relative or already had. As expected, the types of messages that opt-ins prefer are free activities and events happening in the community.

Some examples of 413 Families texts:

"FREE admission all day to the Springfield Museums Saturday, September 17! Vintage Car Show, Mars Rover Team Scientist lecture and more!"

"Kick off the summer at a FREE SPS family event Friday, June 24, 10am-1pm, 91 School St. Music, lunch, giveaways, raffle!"

Those who opt into the 413 Families texting program have the option to receive messages in English or Spanish. Approximately 90% of opt-ins receive messages in English, and 10% receive messages in Spanish. To receive messages in English, simply text the keyword **413families to 313131**; and those interested in receiving messages in Spanish can text the keyword **413familias to 313131**. The texting program also has a website, www.413families.com, which allows people to opt in online and learn more about the program and its participating organizations.