

# Santa Train Report by Deb Baer

As of Thursday Nov 6<sup>th</sup> 2014:

To recap old news:

1. Plumas Sierra Rural Electric Cooperative has agreed to place the Santa Train on the cover of their magazine the Ruralite in the month of December and feature our event on their marquee located on Highway 70 west of Portola.
2. Audrey Ellis at the Eastern Plumas Chamber of Commerce has created an event page for the Santa Train complete with Google Maps & MapQuest. She is going to E-Blast the members with our flyer information.

## New Developments:

1. With the help of Eugene we now have an ad, and a flyer. Eugene has posted to the Museum's blog the Santa Train information.
2. The posters have been printed. This is Kirk's and my donation to the cause besides the 30 dozen cookies.
3. With the help of Tom, the Santa Train information now appears on the Museum's Facebook page. He is more than welcome to use photos of mine that were taken last year to enhance the Museum's presence.
4. I have posted the Santa Train flyer on my Facebook page and have included an album with last year's photos. So far it has generated lots of local interest. People are starting to plan for it.
5. I have sought the help of Greg Elems concerning the Santa Train story appearing in the **Train Sheet** but have not had a response as of yet. I do not have Matt Elems's email address.
6. The Reno Gazette Journal is going to run our ad on November 26<sup>th</sup> (Black Friday edition) in the Family section and will run our ad again on December 10<sup>th</sup> to help stretch our coverage.
7. Feather Publishing has been notified of our intent and will be contacted upon my return to the area to finalize the details.
8. EPCAN director, Dink Rife expressed her sincere heartfelt thanks for our support. The food supplies have been reduced and there is a great need to fill in the local area. Joyce Sears is the local contact who I will be dropping off food to weekly during the event.
9. The Merchant Campaign starts next week. I have a list of 43 merchants in the local area that I will pay a visit to first. The Reno list is currently being developed with the Union Pacific Railroad at the top followed by Toys R US, The Children's Cabinet Resource Center, Boardertown Restaurant and several other institutions.
10. Dave Rudolph and Linda Knudsen have been contacted and have agreed to appear as Santa & Mrs. Claus for the three weekends.

## To Do List:

1. Contact Reno Television Station KTVN concerning Santa Train featured on "Nevada Back Roads".
2. Feature articles or press releases in Reno Gazette Journal and Feather Publishing.
3. Contact Duane Vandervan concerning participation in the Tree Lighting and Light Parade.
4. Kirk & I are thinking about decorating the Yukon with lights and paper banners advertising the Santa Train. Again this is an inexpensive way to advertise.