

**Goal of the Program:** Creating awareness for Totally Awesome Awards in local level to increase participation.

### **What's Totally Awesome Awards?**

Red Tricycle's Totally Awesome Awards is 100% reader-driven awards program where we recognize the best family-friendly businesses in both local and national level.

Totally Awesome Awards has two periods;

1. Nomination Phase: (June 3-June 16) where red tricycle readers and parents in each market nominate their favorite businesses. There is only one nomination form for all categories and it is listed here>> [awards.redtri.com](http://awards.redtri.com)
2. Voting Phase (July 1-Aug 15) On July 1 we will announce the finalists in each category and the voting will start. Users will go to each category page to see the finalists for each category page and will vote for their favorite finalists on that category voting page. Please note: Once we announce the finalists, we will provide you all links and finalist names along with their twitter usernames so you do not need to do any research.

### **What's Totally Awesome Awards Ambassador will do?**

You will help us get the word out for this fun & super-exciting program by sending tweets and posting about it on facebook.

You're picked as a Totally Awesome Awards Ambassadors because we think you are an expert/authority in local parenting space. We'd love you to support this program simply by cheering for your favorite local business and services and tweeting your nomination/votes for them in each category.

*Example tweet: I have just nominated @frolic! in most awesome playground space category in NYC <http://awards.redtri.com>*

With this tweet you are letting your favorite business know that you just nominated them in Totally Awesome Awards and you're also sharing the Totally Awesome Awards with your own audience.

Totally Awesome Awards ambassador will send tweets from their own Twitter handle.

- All tweets should be unique and original- tweet for different businesses in different categories-
- Average number of tweets are 3-5 tweets per day
- each tweet must have [awards.redtri.com](http://awards.redtri.com) link and the username of the business you nominated.
- Try to nominate different businesses in different categories throughout the program nomination period

## **What are the local categories in 2013 Totally Awesome Awards?**

Schools & Preschool Programs  
Art Classes  
Toy & Book Stores  
Family Restaurants & Cafes  
Family Hiking Trails  
Mom-Run Businesses  
Parent Education Programs  
Camps for Kids  
Ice-Cream & Froyo Shops  
Indoor Playspaces  
Family Camping Sites  
Drop-Off Childcare  
Kids Language Classes  
Mom Fitness Programs  
Family Photographers  
Groups for Moms & Dads  
Birthday Party Spots  
Family Escapes & Getaways  
Family Dentist Offices  
Childcare & Nanny Agencies  
Kids Clothing & Gear Stores  
Kid-friendly Coffee Shops  
Music Classes for Kids  
Museums  
Midwives & Doulas  
Dance & Theater Classes for Kids  
Baby & Maternity Shops  
Parks & Playgrounds  
Consignment & Resale Stores  
Sports Classes for Kids  
Bakery & Sweet Shops