

FIND OUT MORE AT ALAMOGORDO.ORG

THE EVERYDAY  
ADVENTURE  
*Newsletter*

Sign up for newsletters and to be notified of meetings and events. Just click on Adventures Action Team Sign Up in the upper right hand corner!



When you post on Facebook, tag us! @AlamogordoLife and be sure to use #AdventuresForLife

 [instagram.com/alamogordolife](https://www.instagram.com/alamogordolife)

 [facebook.com/AlamogordoLife](https://www.facebook.com/AlamogordoLife)

If you would like a presentation about the new community brand for your group, organization, business, club, or non-profit, please contact [AlamogordoAdventuresForLife@gmail.com](mailto:AlamogordoAdventuresForLife@gmail.com) so we can arrange to bring the information to you.



*Get* **INVOLVED**  
WITH THE ADVENTURES  
ACTION TEAM!



## Alamogordo is a Community That Inspires Everyday Life Adventures.

The Adventures Action Team works together to deliver on the promise.

The City of Alamogordo, Otero County Economic Development Council, Alamogordo Chamber of Commerce and leading local businesses and organizations have launched the new Alamogordo Adventures for Life community brand. The new "Adventures" brand embraces the mindset that Alamogordo inspires people to seek everyday life adventures while enjoying a quality of life second to none. The new brandline is "Adventures for Life."

The goals of the "Adventures for Life" branding initiative are to improve Alamogordo community experiences and attract new residents, businesses, talent and visitors to the region.

**SEEK EVERYDAY LIFE ADVENTURES**  
*while enjoying the quality of life!*

## The Adventures Action Team is Going Strong!

The Adventures Action Team is a volunteer group open to all residents, businesses and organizations with a desire to make Alamogordo a great place to live, work, play & stay and promote the new "Adventures for Life" brand.



## Community Support is Key

We could use your help to promote the message!

Here are some things you can do today to help support and promote the brand:

- Like our Facebook page - [facebook.com/AlamogordoLife](https://facebook.com/AlamogordoLife)
- Sign up for the Adventures Action Team meetings: [alamogordo.org/adventure-action-team/](https://alamogordo.org/adventure-action-team/)
- Come to the next Adventures Action Team Meeting
- Bring a friend to the next Adventures Action Team Meeting
- Include the Adventures for Life logo and link on your website, brochures and newsletters
- Tell your friends and colleagues about the brand
- Include the Adventures for Life message on your email signature
- Include the Adventures for Life logo/mark in your advertising
- Train your employees and coworkers about the brand and how to create Adventures for Life for every customer
- Include an Adventures for Life message in billings and statements
- Distribute collateral to guests at special events (Rack Cards)
- Include the Adventures for Life logo on the banners and flyers that your company produces for events and promotions
- Include the Adventures for Life message with reservation confirmations at hotels and restaurants
- Distribute collateral with the Adventures for Life logo to guests at check-in and at concierge desks
- Place table tents in guest rooms, at front desks, in restaurants, and on counters
- Add an Adventures for Life message to your on-hold message and voice mail
- Include an Adventures for Life link on your website, and in your email signature
- Include the Adventures for Life website address ([Alamogordo.org](https://Alamogordo.org)) on all advertising and collateral materials



If you would like the logo and artwork to use on your own marketing materials and website, send a request to [AlamogordoAdventuresForLife@gmail.com](mailto:AlamogordoAdventuresForLife@gmail.com)