



Where's Randy?

PROMOTIONAL CAMPAIGN

# FIREFIGHTER CHALLENGE



**Where's Randy?** was the brainchild of the Grand Rapids Fire Department when hosting their first-ever Firefighter Challenge event in 2022. Because the campaign was so creative and well-received, the Challenge honors them by continuing this engaging campaign in hosting communities across the country in the 30 days leading up to their local event.

## It's easy as 1, 2, 3.

- ➔ **Step One:** secure a local media partner. This could be a radio, TV, or online news organization.
- ➔ **Step Two:** identify and secure the locations that will host Randy for a day. These could be:
  - ✓ Restaurants
  - ✓ Retailers
  - ✓ Malls
  - ✓ Public Transit
  - ✓ Parks
  - ✓ Almost Anywhere!

*Note: you will want to place Randy with a partner willing to safeguard him throughout the day.*

- ➔ **Step Three:** determine what social media site(s) will be tagged by the consumers who locate Randy.

These 3 steps are simply the basics of the campaign. The rest is up to you. Make it your own with prizes, safety and/or recruitment messaging, and more!



## Receive a FREE Rescue Randy!

A new Rescue Randy will be provided to the authorized Fire Department in the community hosting a Firefighter Challenge event. The mannequin will be issued at the conclusion of the event.

*Nasco*  
HEALTHCARE

