

Introducing Pine St. to Pink St.

There are 5,397 Pine Streets across the United States.

Our goal is for Doylestown to be the first to transform Pine St. into Pink St. in an effort to generate awareness for breast cancer during the month of October.


Following Doylestown's lead, other cities and towns across the country will follow in Doylestown's footsteps as this program takes root and expands across the country, Doylestown will always be where it all began.

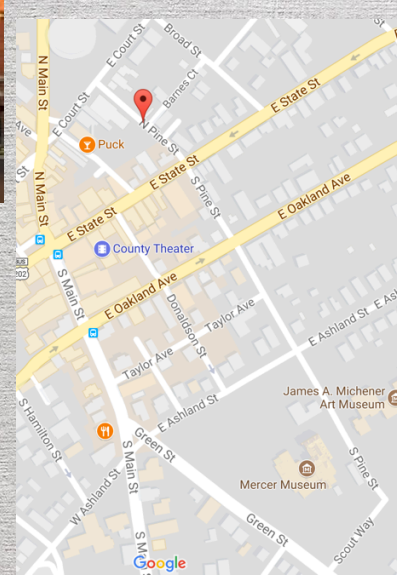


Supporting Local Business Through an Immersive Interactive Experience

The program will have an interactive augmented reality (AR) element attached. Using their mobile device, people will be able to see the streets of Doylestown appear completely pink.

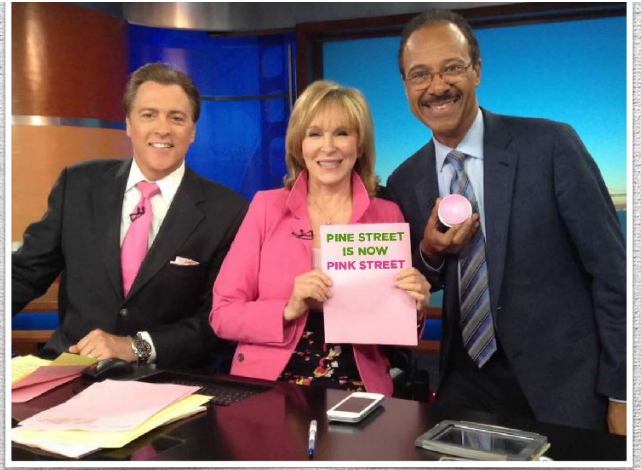
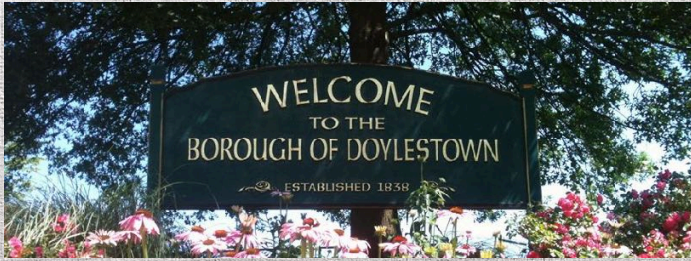
In addition to the street, the augmented reality experience will make the store fronts, awnings and entrances appear pink as well.

The retailers in Doylestown will be invite to participate in a virtual scavenger hunt where participating retailers will have a virtual pink ribbon hiding  somewhere in their store. Visitors will be encourage to find and collect the ribbons for prizes.
*The stores will not need to offer any special discounts, unless they choose.



Earned Media

Through the program, we will get local and National notoriety and publicity that will drive business to Doylestown



We can proudly say.
"It was the Philly Suburb of Doylestown
who did it first."

CURRENT STATUS: While much has been done, there is still a lot to do...

We have already met John Davis, and have the support of the Doylestown Borough. As depicted in the photo they are allowing a sign to be installed under the existing Pine St. during the month of October.



We are going to speak with Discovery Doylestown to determine which stores would like to participate in the virtual scavenger hunt.

Here are the resources I can bring to the table, but could always use additional assistance and support.

- Promotion/Publicity
- Video creation and documentation around event
- Micro-site creation that can be tied into Doylestown health.org and Discover Doylestown .org
- The augmented reality (AR) experience app
- Securing the prize money/items
- On-site volunteer assistance during each Saturday and Sunday in town throughout October.

This is a big, yet simple idea that in success will help people by driving awareness to breast cancer with a secondary benefit of shining a positive light on our town and community.