



WCBA's 2nd Annual Great Wahiawa Easter Egg Hunt *Sunday, April 9, 12pm*

PURPOSE: Provide a fun, exciting and entertaining event in Wahiawa that will:

- Get folks outside walking and enjoying the outdoors while having fun hunting!
- Help bring new faces from outside our community into Wahiawa and reintroduce the beauty and charm of our amazing town
- **DRIVE business into your stores!!!**

Please take a few minutes to **read these instructions in its entirety**. Here are a few things to keep in mind for a successful WCBA egg hunt:

- Businesses **MUST** be located in Wahiawa with a 96786 zip code. **No exceptions.**
- Businesses must be a member of the WCBA for us to promote you:
 - Join as a business at ourwahiawa.com.
 - You can still participate as a non-member, but we will not promote and share your posts to our main feed during the event.
- Each business member will receive **20 free plastic eggs** to insert paper coupons. A Word template is available on the website for download.
 - If a business wishes to purchase more than 20 eggs, WCBA will sell them for \$5 per 20 additional eggs (businesses can elect to purchase their own plastic eggs as well).
 - Non-members can purchase eggs at \$5 per 20 eggs or purchase their own.
 - Coupons inside the eggs can be anything you want to offer – a discount, BOGO (buy one, get one), or even a free offer for the person who finds that egg.
 - Consider printing in color with your logo to prevent people from photocopying or duplicating your coupons and to get your brand out there! TIP: Numbering your coupons to track which eggs are found.
 - Include an expiration date, typically a short time (ex: "Expires today, April 9") or a week later ("Expires April 16")
 - Include your address **AND** your Instagram name on the coupon so people can find you and tag you when they find your eggs!

- **Businesses must hide their own eggs**, typically early Easter Sunday morning. Do NOT hide eggs in areas that are dangerous for kids to retrieve or might never be found! Either hide eggs inside and around your store, or in the areas designated as “egg hot spots” such as:
 - Wahiawa Freshwater State Park (stay away from dangerous water areas)
 - Wahiawa District Park
 - Wahiawa Botanical Gardens (in easily-found areas, NOT high up in trees!)

- As you hide your eggs, **take photos and/or videos of where you’re hiding the eggs**, either of the egg itself or around that area that give clues to help people find them. Have fun with this! Post these photos in a series or one-by-one to your Instagram feed and your stories as well.
 - You MUST tag **@ourwahiawa** AND use the hashtag **#ourwahiawa** so people can follow and watch for reposts on our WCBA IG page **@OurWahiawa**
 - You MUST mention **@ourwahiawa** on your story posts so we can share!
 - Repost stories that you’re tagged in to your feed! It’s all about social engagement, so do not miss out on this opportunity to get your name out in front of new potential followers!

- We will be giving egg hunters instructions on how to post and share when they find eggs, and we want your company to show up on their feeds as well. We will be doing a drawing for a Grand Easter Basket prize by using an automatic spinning wheel Instagram tag picker. **The more people post and tag, the more entries they get!**

- While the WCBA is a not-for-profit organization, we cannot continue to provide events like this and our famous annual Wahiawa Santa Parade without paying members like yourselves. **We encourage you to become a member to help keep our tradition of doing good for Wahiawa alive.** You can join us by visiting www.ourwahiawa.com and click on the JOIN button on the top of the page. Business membership is very affordable, and we have kept our rates very low during the pandemic.

Mahalo for being a part of this new, fun and exciting event! Let’s keep it alive as an annual Wahiawa event. Aloha!

Should you have any questions or for press release information, please contact Keoni Ahlo at (808) 782-2456.