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Description automatically generated WCBA’s 1st Annual

Great Wahiawa Easter Egg Hunt

Sunday, April 17th, 12 noon

PLEASE take a few minutes to read these instructions in its entirety. Here are the 10 steps to a successful WCBA egg hunt:

1. PURPOSE: The purpose of this event is to provide a fun, exciting and entertaining event in Wahiawa that will:
   1. Get folks outside walking and enjoying the outdoors while having fun hunting!
   2. Help bring new faces from outside our community into Wahiawa
   3. Reintroduce the beauty and charm of our amazing Wahiawa town to these folks
   4. **DRIVE business into your stores!!!**
2. Businesses MUST be located in Wahiawa with address zip code 96786, no exceptions.
3. 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.
4. Each business member will receive 20 free plastic eggs to insert paper coupons (a Word template will be made available on our website, www.ourwahiawa.com for download. Non-members can purchase eggs at $5 per 20 eggs or purchase their own.
   1. Coupons inside the eggs can be anything you want to offer--a discount, BOGO, or even a free offer for the person who finds that egg.
   2. We recommend printing using color and your logo to prevent people from photocopying/duplicating your coupons…AND to get your brand out there!
   3. DO include an expiration date, typically a short time, from “expires today, 4/17” to a week later, “expires 4/24”.
   4. INCLUDE your address AND your IG name on the coupon so people can find you and tag you when they find your eggs!
5. If the business wishes to purchase more than 20 eggs, we will sell them for $5 per 20 additional eggs (they may wish to purchase their own plastic eggs as well).
6. Businesses will hide their own eggs, typically early Easter Sunday morning. Please do NOT hide eggs in areas that are dangerous for kids to retrieve or might never be found! We recommend either hiding eggs inside and around your store, or in the areas we are designating as “egg hot spots”. This would be:
   1. Wahiawa Freshwater State Park (stay away from dangerous water areas)
   2. Wahiawa District Park
   3. Wahiawa Botanical Gardens (in easily-found areas, NOT high up in trees!)
7. As you hide your eggs, you will want to 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! You will post these photos in a series or one-by-one to your Instagram page. Add these posts to your stories as well.
   1. You MUST tag @ourwahiawa AND hashtag #ourwahiawa so people can follow the hashtag and watch for our reposts on our WCBA IG page @OurWahiawa
   2. You MUST @MENTION @ourwahiawa on your story posts so we can share!
8. DO repost stories that you’re tagged in to your feed! It’s all about social engagement, do not miss out on this opportunity to get your name out in front of new potential followers!
9. We will be giving egg hunters instructions on how to post and share on Instagram when they find eggs, and we want your company to show up on their feeds as well. We will be doing a drawing for grand prize Easter basket by using a automatic spinning wheel Instagram tag picker. The more people post and tag, the more entries they get!
10. 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](http://www.ourwahiawa.com) and click on the JOIN button on the top of the page. Business membership is very affordable, and we have keep our rates very low during covid.

Again, mahalo for being a part of this very new, fun and exciting event! If it goes as well as we think it will, we will 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.*

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