



Carolinas' Carrousel Selects My Creative Team To Promote Thanksgiving Day Parade

Carolinas' Carrousel, Inc. - the non-profit which mounts the annual Carolina Thanksgiving Day Parade - has selected My Creative Team to handle its marketing and PR needs.

“The city of Charlotte and the surrounding region have grown up since the parade started in 1947. We’re rebranding the parade to bring it more in line with the character of the region it serves,” says Linda Healy Vespa, executive director of Carolinas' Carrousel. “My Creative Team had the creativity we thought would be necessary to help us in that rebranding effort, as well as the ability to help us promote the parade to partners and the public alike.”

The Carolinas' Thanksgiving Day Parade has evolved over more than six decades as a regional tradition and highlight of the Holiday Season. Founded in 1947 by four local businessmen to attract holiday shoppers to uptown Charlotte, the Thanksgiving week events have become so much more. The Parade and its ancillary events are produced by an independent, volunteer, non-profit, charitable organization, Carolinas' Carrousel, Inc.

Carolinas' Carrousel – www.carrouselparade.org - is committed to enhancing regional area's community life through quality family oriented entertainment. The Parade officially announces and celebrates the beginning of the Holiday Season. In addition, it promotes academic and artistic excellence through awards to area high school students and marching bands. The Carolinas' Carrousel also exists to offer business, industry, and the local citizenry the opportunity of participating in showcasing the region and encouraging academic excellence in the future leaders of the area.

My Creative Team, www.My-CreativeTeam.com, is a Huntersville, NC-based network of highly experienced and talented independent professionals that gives clients better work that’s a better value. The ad agency delivers great work, on time and on target, and that makes the client look good. Services include turnkey website development and promotion, presentation development, email marketing programs, pay-per-click advertising, advertising, media planning and buying, PR, and video production. Clients range from Irwin Industrial Tools, National Gypsum, Nucor and Rubbermaid to rapidly growing firms like Bank of Commerce, TechStructures and Companion Cabinet Software.

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