



To The Stars

KANSAS

GIVE A TOAST TO THE SUNFLOWER STATE ON KANSAS DAY!

This year, Kansas Day will be a celebration of everything that makes Kansas special.

You have been selected as an individual who embodies the Kansas spirit. Please join the Kansas Tourism Division in celebrating Kansas Day by posting your own tribute to the 34th state to your Instagram, Facebook, and TikTok.

The Kansas state motto To The Stars Through Difficulties lives beyond the state seal. It is emblazoned on our souls. It is the thread that connects the fabric of Kansas. We were made by hands that toiled in the unforgiving land and forged on the belief that freedom is our greatest calling. We celebrate everyone and everything that makes Kansas. The Kansas experience is a salute to the real, to the rowdy, to the wide-eyed wanderer. To the stars.

The Plan:

On Kansas Day, January 29, 2021, Kansas Tourism will celebrate its new travel campaign, featuring the tagline ‘To The Stars.’ We are asking all Kansans and lovers of Kansas to join in the excitement by creating your own toast to what makes Kansas wonderful with a post using the ‘To the _____.’ structure.

Format:

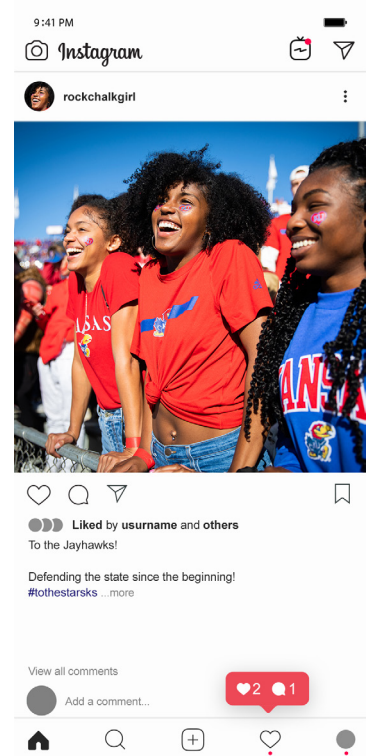
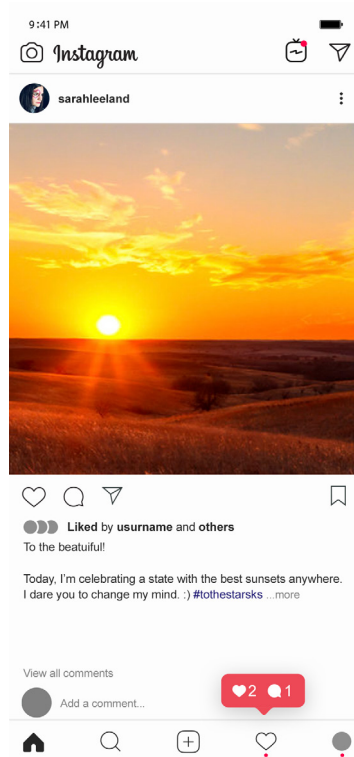
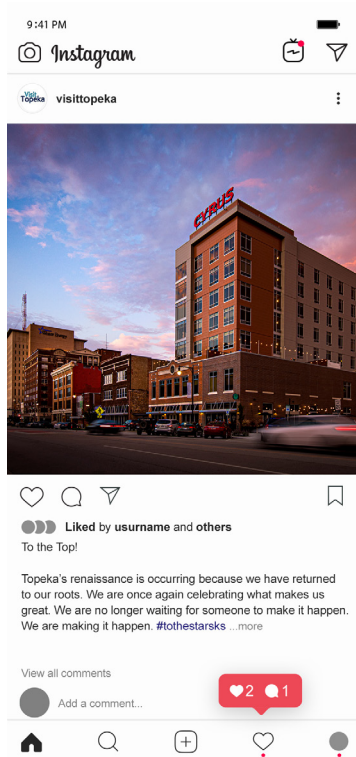
Choose your favorite Kansas location, person, or attribute, and place it in the “To The_____” format. Then include an explanation of what Kansas means to you. Feel free to be creative. Include the hashtag #ToTheStarsKS in all of your posts.

Make your “To The” salute either a video or an image with text of what you’re celebrating. Include the hashtag #ToTheStarsKS in all posts. Schedule or make your post for January 29, 2021. (see examples on page #2).

To see more examples and to download creative assests, please visit tothestarsks.com/resources

The Kansas Tourism Team is looking forward to seeing your posts and celebrating along with you!

Post Examples:



For additional campaign information and post examples please visit tothestarsks.com/resources