

# CampCreative & COMPANY

## Ad Copy

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Project: Senior Festival  
Promotional brochure

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Specifications:  
Four color. Stock photo.

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## Copy:

### Front Cover

**Art:**

- *Stock photo of a sunrise.*
- *Logo*

**Headline:**

Let your light shine!

### Interior

**Headline:**

“Let your light shine before others, so that they may see your good works and give glory to your Father in heaven.” Matthew 5:14.

**Subhead:**

The North Carolina Senior Adult Festival 2000 celebrates sharing the light in all of us!

**Copy:**

Now, more than ever, we need Seniors. We need your wisdom, we need your inner strength and we need your Christian values. We need your light.

Join the Baptist State Convention of North Carolina in celebrating the gifts Seniors can share with young generations. Learn how to share the light.

**Subhead:**

Let it shine: Mentor!

**Copy:**

The signs are everywhere that young people need more contact with positive adult role models. We need Seniors to share their light! Join us and find out how you can work with young people of all ages as a mentor. Hear speakers share their experiences. Visit with state representatives from mentoring agencies, including the Governor's Office on Mentoring. Better yet, sign up to volunteer!

Mentoring . . . a great way to let your light shine.

**Subhead:**

Let it shine with George Beverly Shea, Sandi Patty, Squire Parsons and many more!

**Copy:**

Experience the many blessings sent our way through the music of George Beverly Shea, Sandi Patty, Squire Parsons, Hurt Kaiser, the Senior Adult Choir Festival and many more. Laugh until your sides hurt and be rejuvenated by the sensational Jeanne Robertson, a former Miss North Carolina well known for wonderful inspirational talks. Clap your hands and tap your feet to various local musicians.

After all, it is a festival . . . and it's all about celebrating the goodness and light in all of us.

**Subhead:**

Shine along with your friends . . . both new and old.

**Copy:**

Most of all, come to enjoy the fellowship of other Seniors just like you. Celebrate your talents with your friends, and make lots of new ones in the process. Gain strength from their experiences, and learn more about what makes you special.

There's no better way to celebrate your inner light!

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**Logo/address/contact**

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