

6M | Universities

Partners



Content Examples

- [7 things you didn't know about the University of South Carolina School of Medicine Greenville](#) | University of South Carolina, Lead Story
- [Get ahead with Greenville Technical College's summer courses](#) | Greenville Technical College, Article
- [What's it like to discover a lost, underwater castle?](#) | University of Evansville, Mini Article
- [A day in the life of a UNC Asheville student](#) | UNC Asheville, Experience

Testimonial

"The partnership between UNC Asheville and AVLtoday is collaborative, creative, and consistently generates greater awareness of the diverse, dynamic ways the University is connected to Asheville. They keep their posts varied in format and content, covering a variety of campus news, events and stories that appeal to multiple audiences."

– Sarah Broberg | Special Assistant to the Chancellor for Communication and Marketing of UNCA

Great Smokies Writing Program

WORKSHOPS FOR WRITERS OF ALL LEVELS

Registration now open for Spring 2023 classes

APPLY NOW

Education

8 pre-college programs we'd love to try at UNC Asheville

Looking for a summer activity for your teen? Enter: UNC Asheville's [Pre-College Programs](#), which introduce high school students to college-level study, university life + career options in a dynamic learning environment. (Read: *The "classroom" is out in the field, on the water, or in a real lab.*)



Teens get to build + launch their own rockets while attending the Climate, Robotics, Rocketry & Aerospace Engineering program.

Each one-week program offers deep immersion into an academic topic, challenging activities, and the opportunity to engage with industry professionals. Students can enroll in multiple weeks with the option to also stay over weekends. Programs start at \$1,200, which includes lodging, meals, all course materials, activities + excursions.

The 2022 program lineup includes:

"WAKE FOREST IS FAMILY."

Welcome to DEACTOWN
4-PACKS AVAILABLE NOW
[GetDeacs.com/tickets](#)

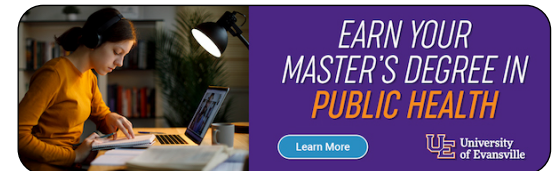
News Notes

Edu

- Ever thought about turning your true crime obsession into an actual career? If so, William Peace University's criminal justice program can help you get there. Available to both undergraduates and working adults, the program [uses immersive learning](#) to help students explore all aspects of the discipline. [Learn more + register](#). *

Ranked

- No. 1. For the third consecutive year, the University of South Carolina secured the [top spot](#) for first-year student experience of any public college in the country. See what makes [attending UofSC](#) so special. *



6M | Home Services

Partners



Content Examples

- [Breaking down popular misconceptions about solar energy](#) | SolFarm Solar Co., Lead Story
- [Your homeownership questions, answered](#) | MB Haynes, Article
- [4 tips to keep your pipes from freezing](#) | Louisville Water, Mini Article
- [Have Men in Kilts clean windows + power wash your house](#) | Men in Kilts, Experience

Testimonial

"Thank you so much! We've had incredible response because of this feature and promotions! More than 30 people and counting have reached out to us to schedule consultations."

- Sophie Mullinaz | Project Manager, Blue Horizons Project

Home

💡 Save money + the planet with EPB Energy Pros



EPB Energy Pros provide expert advice at no charge | Photo provided

ICYMI, EPB Energy Pros can help customers save money and the planet.

Here's how it works:

- Call 423-648-1372 to get on the schedule.
- EPB Energy Pros will perform a thorough in-person or virtual [Home Energy Checkup](#) at no charge.
- They'll provide a detailed report of ways you can save money and reduce your environmental impact.
- Then, you can choose from a list of EPB Energy Pros-approved contractors to make it happen. *

[Learn more](#)



SaveNow at Home

36 MONTHS
0% INTEREST
ON ANY NEW CARRIER SYSTEM

PAYNE AIR
863-686-6163
 Turn to the experts

News Notes

Home

- Do the drains in your house keep getting clogged? Here's [how to keep your drains healthy](#) from The Lee Company's plumbing pros, who have the expertise, technology + equipment to keep your drains healthy. *
- Hearing loud noises from the attic? It [might be a squirrel](#). While squirrels don't hibernate, they might have built a nest to hide from the winter weather. If you run into one of these critters, [call the pros at Trutech Wildlife Service](#) for a free inspection.*

DYK

- Heat pumps aren't just for hot air. [A quality model](#) keeps your home comfortable in the summer *and* the winter. *Get you a heat pump that can do both.* *

BUILDING A
SMARTER
ENERGY FUTURE®



Partners



Content Examples

- **4 Reasons to stay (like royalty) at this Disneyland-area hotel this spring** | *Anaheim Majestic Garden Hotel, Lead Story*
- **Stay at Charleston's newly-renovated The Mills House** | *The Mills House, Experience*
- **Paradise is waiting at Lifted, the urban oasis rooftop bar at Omni Boston Seaport** | *Omni Boston Seaport, Experience*
- **Two can't-miss events at The Omni Grove Park Inn** | *The Omni Grove Park Inn, Mini Article*

Seasonal

Celebrate the holidays at Traditional Bank's Christmas at Mustard Seed Hill



Visitors can explore Christmas lights on Thursday, Friday, Saturday, and Sunday until Sun., Dec. 18, as well as Dec. 19-23. | Photo provided by Mustard Seed Hill

🌟 We've got the perfect thing to put the star on top of the tree this holiday season. Hop in the car and head north to explore the spectacular holiday traditions of Millersburg, KY (just 30 minutes away in the heart of Bourbon County). Stroll through breathtaking lights, enjoy music, gather with friends, shop for the perfect gifts, and behold the most stunning gingerbread house displays in KY.

✨ The three-acre Christmas light display features a ribbon tree, Santa's sleigh, and more. Pro tip: Snap photos with the family or share a special moment with a loved one while strolling through the illuminated ornament walk-through.

See the full schedule of holiday events + [grab tickets](#).*

[Reserve your spot](#)



Your Luxury Urban Retreat Awaits.

[BOOK NOW](#)

News Notes

Eat

- Looking to expand your local restaurant rotation? Enter: The Terrace Grille's scratch kitchen, known for serving Florida's freshest flavors in an upscale, tropical-inspired atmosphere. Stop by for breakfast, lunch, dinner (including happy hour), or weekend brunch. [Make a reservation](#).*

Travel

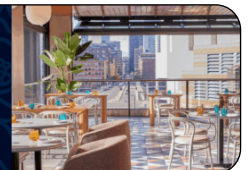
- Looking for a springtime island escape without the travel hassle? Stroll along Kiawah Island beach + have access to world-class amenities at [Kiawah Island Golf Resort](#). Enjoy spacious oceanfront resort villas with picturesque Lowcountry views. (Think: close to home — but worlds away.)*

THE SEAPORT'S BEST KEPT SECRET

An oasis filled with tropical vibes, sights and cuisine...

OMNI HOTELS & RESORTS at the seaport | boston

Lifted rooftop bar



Partners



Content Examples

- [4 things not to miss during the Revolution's 2022 season](#) | New England Revolution, Lead Story
- [Everything you need to know about March Madness in Asheville this weekend](#) | Asheville Sports Commission, Article
- [Greenville Drive kicks off "Sweet 16" season on Fri., April 8](#) | Greenville Drive, Mini Article
- [Ballpark dining at Fireflies Bar & Grill](#) | Columbia Fireflies, Experience

Sports

Who would you like to see perform during Fireflies games?

This baseball season, [Budweiser Thirsty Thursdays™](#) are getting a new twist — *and the Fireflies want your input.* During every Thursday night game from April to September, there will either be a themed trivia contest or a live local band at the Budweiser Bowtie Bar.



Stillhouse performing at Grateful Dead Night in 2019. | Photo by Columbia Fireflies

This is where you come in. Have a favorite local band or performer you want to see take the stage? Fill out the form below, and you could very well **see them on stage** this spring or summer. Same goes for trivia themes. Think: The Office, Marvel, The Beatles, or Broadway. (Hint: They're open to all suggestions.) The final lineup of events will be announced **before Opening Day** on April 8.



News Notes

Giveaway

- #Suitestakes: We're giving away 8 Club Level Suite tickets to the Tues., Aug. 3 [Nashville Sounds](#) game, complete with Sounds swag (\$1,000 value). [See details + enter.](#) *

Plan Ahead

- [2022 Challenge Cup: NC Courage vs. NJ/NY Gotham FC](#) | Sat., March 19 | 7-10 p.m. | WakeMed Soccer Park, 101 Soccer Park Dr., Cary | \$13 | Cheer on the NC Courage against NJ/NY Gotham FC for the 2022 Challenge Cup. *



6M | Air Transit

Partners



Content Examples

- [Got the travel bug? Announcing more flights out of LOU + a monthly ticket giveaway](#) | Louisville Muhammed Ali International Airport, Lead Story
- [Q+A about Chattanooga Airport's \\$28 million makeover](#) | Chattanooga Airport, Article
- [Influencer takeover: Fly direct to Miami from CAE](#) | Columbia Metropolitan Airport, Experience
- [Save your spot in the TSA line at SEA Airport](#) | Seattle-Tacoma International Airport, Mini Article

Testimonial

"Thank you so much for another great year partnering together. CAE's overall profile and general awareness of services has been exponentially increased because of this partnership and the work that the COLA Today team has done for us over the years."

Kim Jamieson | Director of Marketing & Air Service
Development of Columbia Metropolitan Airport

Stats

- **54%** Prefer to travel by plane
- **75%** Travel at least once a quarter

Travel and Outdoors

Got the travel bug? Announcing more flights out of LOU + a monthly ticket giveaway



American Airlines latest route takes Louisvillians to Boston. | Photo provided by Louisville Muhammad Ali International Airport (SDF)

Looking to get away? We've got a solution: **Book a nonstop flight** out of our local airport, Louisville Muhammad Ali International Airport (SDF). The airport conveniently **offers 35+ nonstop destinations**, so Louisvillians can get their trip started right in Derby City *without worrying* about driving somewhere else to catch a flight. Bonus: There are now **more low-fare options + destinations** than ever.

Some of the newest nonstop flights on the schedule include:

- **San Francisco** via Breeze Airways
- **Boston** via American Airlines
- **Los Angeles** via Spirit



Low Fare Nonstop Flights

Los Angeles - Las Vegas - Orlando



News Notes

Asked

- What's your favorite in-flight snack? As food service makes its way back to several airlines, Columbia Metropolitan Airport (CAE) [wants to know](#). (#TeamBiscoff.) *

Travel

- In case you missed it, American Airlines resumed nonstop service to Miami (MIA) from Chattanooga Airport last month. Read: In ~3.5 hours, you could be sitting on a beach, dining at an authentic Cuban restaurant in Little Havana, or exploring the nightlife in Magic City. [Book a flight](#). *

"I HAVEN'T BEEN EVERYWHERE, BUT IT'S ON MY LIST."

ORLANDO INTERNATIONAL AIRPORT | MCO

