

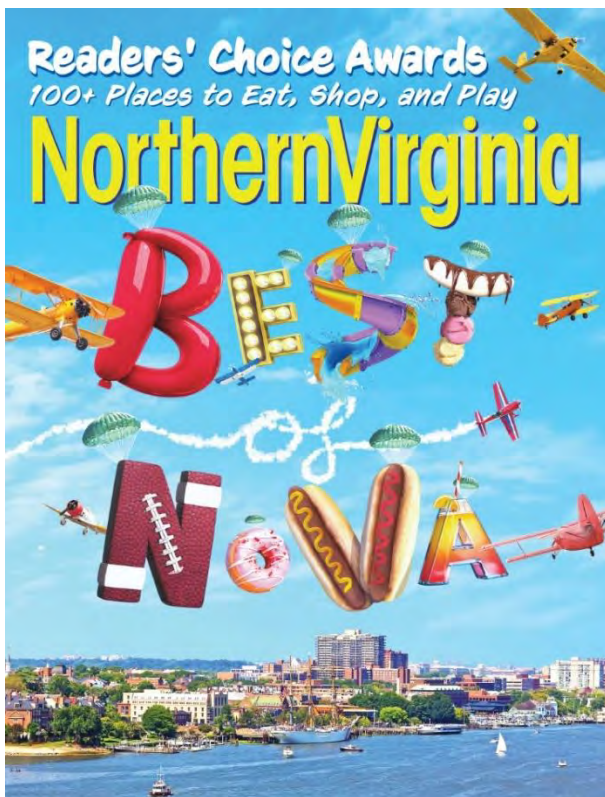
CASE STUDY: Pipestem Adventures

The Pipestem Adventures Company offers adventure experiences and activities through a partnership with Pipestem State Park in southern West Virginia. Two of their foremost offerings are the Pipestem Peaks Zipline Tour and the Pipestem Adventure Zone. Each provide a day-long experience suitable for the whole family.

Year One

The company opened it's new Adventure Zone – the only attraction of its kind where 9 exciting adventure activities can be enjoyed in one locale. Some of the adventures include skeet shooting, 3D archery, axe throwing, drone flying, laser tag, and electric motor assisted bikes.

Kristen Cooper Public Relations was hired to launch a PR awareness campaign to bring customers to the Adventure Zone for the Grand Opening and the entire summer season. The successful campaign delivered coverage that included participation in **21 live interviews** by the CEO of Pipestem Adventures and **42 regional media features** on TV, radio, newspapers, tourism sites and digital distribution. National coverage was widespread with **99 pick-ups across the U.S.** on TV, radio, social media, websites, magazines, and newspapers.

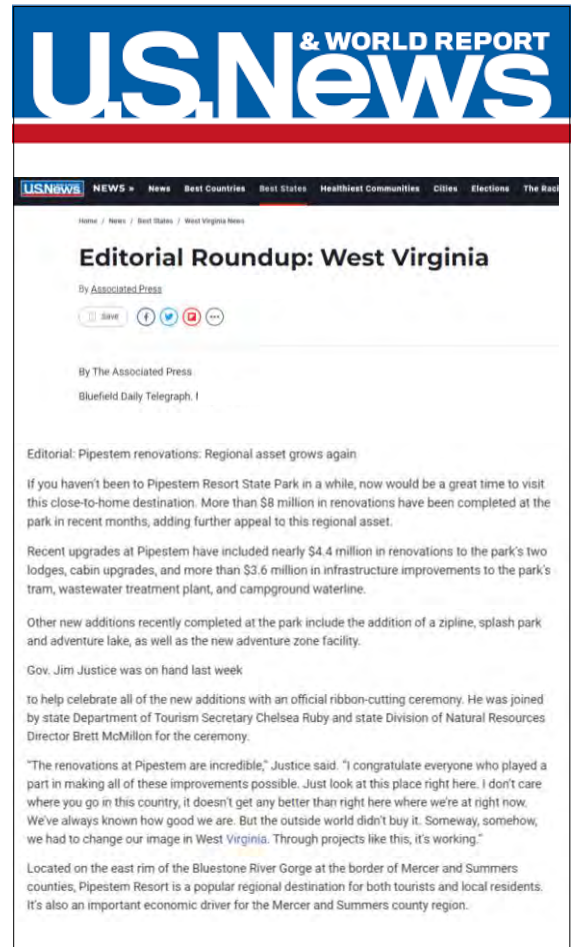


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Year Two

The PR campaign expanded its focus to include both the Adventure Zone and The Pipestem Peaks Zipline Tours. The zipline at Pipestem State Park is not only the best in the state, but also has the reputation of being the biggest zipline on the East Coast. PR campaigns for both attractions included Opening Day announcements and experience-driven press coverage by regional media outlets that could be shared widely on social media. One of the most effective tactics was personal invitations to journalists for private zipline tours accompanied by one of Pipestem Adventures' experienced guides.

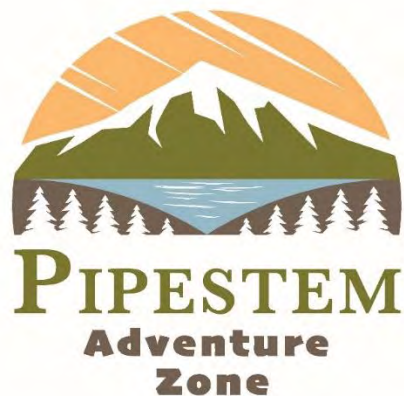
A visit by the governor of West Virginia also provided an opportunity to promote the zipline and Adventure Zone to the media. This resulted in a WV newspaper story appearing on the AP wire and subsequently in national outlets like **US News and World Report** and in outlets in California, Texas, Illinois, Connecticut, Alabama, Kansas, and Kentucky.



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Year Three

PR efforts for Pipestem Adventures continue with promotion of a third attraction – the Adventure Lake & Splash Park. An enhanced social media campaign showcases the scenic beauty and “Adventurer’s Paradise” found at Pipestem State Park using drone footage. Video footage of individuals across all age groups testing their skill levels at the Adventure Zone is another feature of the social media campaign.



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