

# Vogel Alcove | Day 1 Dallas



Vogel Alcove, which provides critical childcare services for homeless families, had relied on pro bono media relations support from the Cooksey team for more than a decade. When the organization decided to launch a new, large-scale, family-focused community event on New Year's Day, it turned to Cooksey for support on building a new family tradition from the ground up.

Beginning with the development of the brand concept — Day 1 Dallas — Cooksey provided overall strategic direction, media buying and media relations support on this first-time event, along with developing an expansive suite of advertising and marketing materials and guiding sponsor solicitation and fulfillment. More than 10,000 people attended Day 1 Dallas, spending the day doing activities together that helped them get the new year off on the right foot.

