

# Aleppo Public Relations Gears Up!

**T**HE Aleppo Public Relations Committee is taking off running! Several Nobles have stepped up to the plate to lend a hand with their expertise: **George Garland**, **Steve Drobnis**, and **Tony Anastasi** have all put their PR hats on and are working with Chairman **Doug Dodge**.

Tony is working on having decals placed on trucks in the area. So far he is getting a lot of participation from places like Recycling Associates Inc. owner, **Ray Vellucci**, which has decals on six of their vehicles.

Steve is working on the television media, giving them a heads-up on what the Shriners are up to. He is also working on a setup for flyers and other handouts that will be available to both the Nobility and the public in the main lobby of the Shrine Center.

George is working on getting public announcements on local cable television stations.

The committee is taking part in functions like the Lodges of Instruction and giving brief talks about the Shrine.

These are just the beginning steps of public relations for Aleppo Shriners as more Nobles join in to get the word out about what the Shriners are all about.

Doug received an email from **Ellie Spear**, an employee of Lamar Advertising in Springfield, MA, where she mentioned how she would like to help the Shriners

Hospitals for Children by donating billboard space in western Massachusetts. She saw an article about Aleppo Public Relations in the *Aleppo News* that she was reading at the Shriners Hospital for Children—Springfield where her daughter is a patient.

This goes to show that we need to distribute the Aleppo News everywhere! When you are done with it take it to your doctor's office, the hair dresser, local mechanic, anywhere you can think of. There are also extra copies available at the Shrine Center.

Soon the billboards will be put up in western Massachusetts, but wait, there's more! Doug received another email from Clear Channel and recently Illustrious Robert F. Smith and Doug met with Clear Channel Outdoor in Stoneham and they will be donating billboard space in the Boston area!

The Public Relations Committee would like to thank **Ellie Spear** and **Stephen Hebert** of Lamar Advertising, and **Rochelle Cowan** and **Steve Ross** of Clear Channel Outdoors for their generosity. Keep an eye out when you drive around Boston or Springfield!

If you are interested in being part of the Public Relations Team you can contact Doug Dodge at [dougdodge@hotmail.com](mailto:dougdodge@hotmail.com) or drop by the Shrine Center on the third Wednesday of the month in the conference room upstairs at 7:30 pm.



Some of the materials available thru the Public Relations Committee.

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# Trucks Get Decals To Promote Hospitals

**N**OBLE Tony Anastasi has teamed up with Recycling Associates Inc., a family owned and operated state of the art recycling facility based in Hudson, New Hampshire, to place Shriners Hospitals for Children decals on six of their trucks. This is part of the campaign of the Aleppo Public Relations team to get awareness of the Hospitals and the Shriners to the public.

They are also working with other companies to allow the decals to be placed on their vehicles.



Steve Boczar, a driver for Recycling Associates, gave Noble Tony Anastasi a hand with applying the decals to one of the trucks.



Ray Vellucci, owner of Recycling Associates, and Noble Tony Anastasi stand in front of one of the six trucks that have the Shriners Hospitals for Children decals on them.

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