**Email introducing WhyNOLA to Partner Orgs**

Dear NOLABA Friends and Partners,

On Monday, the New Orleans Business Alliance will launch **WhyNOLA,** a new campaign to tell the story of why New Orleans is a great place to build a business or a career. We believe New Orleans offers **the ideal intersection of commerce and culture** – a place where you can build business from the ground up, take a company to the next level, or pursue your professional goals. All while leading a full and interesting life.

The proof is in the stories of those who do it every day. Each week, **WhyNOLA** will feature a new member of our business community telling his or her **WhyNOLA** story. We’d love your help spreading these stories across the city, the nation and the world. Yours might be one of them.

How can you get involved in **WhyNOLA**? See the Tool Kit attached, or join us in one (or all) of the ways below:

Easy Involvement:

1. Connect to the New Orleans Business Alliance via Facebook, Twitter, Instagram [insert handles/links].
2. Share our first video with your colleagues, customers and friends via social media using #WhyNOLA.
3. Email us to let us know you like the campaign and we’ll let you know when the next video rolls out: Amy Ferguson, NOLABA Director of Communications, [aferguson@nolaba.org](mailto:aferguson@nolaba.org), or, Cameron Eaton, Director of Marketing, [ceaton@nolaba.org](mailto:ceaton@nolaba.org).

Step It Up

1. Use WhyNOLA hashtags - #WhyNOLA, #NOLAforBusiness, #WhyNOLAProspers, #WorkLiveNOLA
2. Share WhyNOLA content via your email marketing, social media, websites, etc. – we’ll provide it by email or social media a couple of times a month. Email us to get on the list.

All In

1. Create your own video to answer one of these questions and post to social media with hashtag #WhyNOLA
   1. Why is New Orleans a great place for your business or occupation?
   2. What do you love about building a career or working in New Orleans?
   3. What do you love about the way people do business in New Orleans?
   4. What kind of progress in New Orleans excites you?
2. Have a great story for the new WhyNOLA blog? Contact Amy Ferguson, NOLABA Director of Communications, [aferguson@nolaba.org](mailto:aferguson@nolaba.org)

Everyone knows New Orleanians are passionate about New Orleans. Now we want to tell them why it’s a great place to build a business or a career.

Thank you,