

BEST OF THE BEST ESSAY

HOLMAN-HOWE FUNERAL HOME

320 S. ADAMS AVE., LEBANON, MO 65536

The City of Lebanon and all area residents were delighted when one of our own, Justin Britt, graduate of Lebanon High School, alumni of the Lebanon High School Football team and graduate of University of Missouri, was picked to join the Washington Seahawks Football team! Even more so was the community delighted when the Seahawks won the right to be in the NFL 2014 Super Bowl!

Naturally, the Super Bowl is a major national event for many, but it is especially so when one of your own is representing your hometown in an international event.

It was also noted that while people from across the community would be having small family and friend events, there would be many who would not have the opportunity to see the game on a big screen television or have the funds available to have a party. That is where the Holman-Howe team sprang into action to serve the community in a most creative way. Taylor Howe secured a venue and received permission from the Lebanon High School to host a community wide Super Bowl Party in Boswell Auditorium. A great deal of care was given not to infringe on any copyrights of the NFL and at the same time salute one of our communities own, Justin Brit #68, who would be in the starting lineup!

Once the venue was procured, it was decided that food and beverage must be offered to those attending and preparations were arranged by funeral home team member, Matt Shannon, with Pig Pen Barbeque to provide food and the trimmings throughout the evening. Funeral home staff members would be the servers and the Mercy Hospital graciously donated the soft drinks for the evening! School officials were delighted that the event was being hosted and one of its own graduates was being honored. A huge big screen television was procured by Holman-Howe staff to be at the head of the room and arrangements were made to be able to broadcast onto the screen so that everyone would be able to see.

Promotion was the next step in securing the events success and various press releases and modest paid advertisements were designed to promote the event. Numerous radio interviews were given by both Taylor and Kenneth Howe which were featured on various news broadcasts prior to the event. Press Releases were given to regional television stations, two of which did live broadcasts from the event!

The day of the event proved worthy of all the effort as hundreds showed up to cheer on our local hero. The unexpected outcome of the effort that was immediately noted was that many who were showing up were people who likely had no one else with whom to share the event. Countless less fortunate showed up and enjoyed the food and fellowship with the many others. Another noted attendee was a resident from Canada who was driving through town and stopped to enjoy the fun and

fellowship and commended the community for hosting such an event in honor of a hometown hero. He learned of the event by way of the live radio broadcast by KJEL Radio and spent nearly two hours with new friends he had just met. Numerous door prizes and gifts were given out in drawings throughout the evening by Matt Shannon and Taylor Howe.

The unfortunate turn of events concluded in the New England Patriots defeating the Washington Seahawks...but the great success was that team Holman-Howe scored a great victory in the eyes of the community and many of the less fortunate who saw us in a venue that was certainly outside of the funeral home and outside of the box in community relations. The Holman-Howe team reached outside our normal venues to touch a group who needed a venue to celebrate. Great accolades were given by community leaders and school officials for Holman-Howe team members who organized and promoted the event. At the end of the day the entire staff was pleased with the event and proud to celebrate our community in such a positive way.