

Activities :

The plan for the campaign for keeping the city clean from feces.

The campaign includes exposure, advertising, guidance and marketing that will be operated as listed below:

- a. A special event to raise awareness for keeping the city clean from feces. The main route will be closed for an hour due to a parade that will start at the city square and end at the dog's park. At the park there will be two Ted talks - one by a vet and one by a dog nutritionist, as well as distribution of merchandise with the slogan "pick me up".
- b. Throughout the year, there will be lectures by our eighth graders that take part in the project to elementary schoolers in the city.
- c. Using the city's billboards to advertise the project and the event in particular.
- d. Publishing a tik-tok video online.
- e. Creating an online web page for exposing people to the project.