

WHAT'S WORKING

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What's working:

- TPD celebrated the same event across seven different offices – an impressive accomplishment!
- Pairing a celebration with a national day and worthy cause is always a great idea.
- Press opportunities through fun, family-oriented, educational events.

TPD CELEBRATES ITSELF AND NEXT GENERATION Traffic Planning and Design, Inc.

(Pottstown, PA), an award-winning transportation engineering firm serving the Mid-Atlantic region, started humbly enough. The company launched on April 17, 1989 in a remodeled three-story colonial house located in Oaks, Pa. with just six employees.

Dial the clock 25 years forward and TPD has grown into seven strategically located offices throughout Pennsylvania and New Jersey. To celebrate their 25th anniversary, prosperous growth, and numerous other accolades, TPD decided to pair their event with the national "Take Our Daughters and Sons to Work Day" by inviting staff members and their children to indulge in anniversary cakes at each of their office locations, and a day of learning while training the "engineers of tomorrow."

TPD continued the celebration at Hersheypark this month, where all seven offices gathered together for a day of fun in honor of their past successes and in anticipation of future endeavors.

For this campaign, TPD distributed a press release, posted to their website, and shared on social media pages (Facebook, Twitter, LinkedIn and Flickr). So far it has been a great success!