



# CELEBRATING A COMMUNITY PIONEER FOR A FULL YEAR

When Akron Children's Hospital sought to turn its 125th anniversary into a year-long celebration that engaged and excited employees, volunteers and the community, they turned to AKHIA for impactful ideas.



## THE QUICK TAKE



## TRACKING OUR RESULTS

AKHIA worked closely with Akron Children's Hospital to deploy deliverables that represented the healthcare system's legacy of positively impacting the community.

**25** flower sculptures installed    **10** celebrities participated    **1** collector's book created    **3** events executed

## WHAT DROVE OUR SUCCESS?



**Event Expertise**  
We tapped into rich expertise in coordinating events to ensure a memorable, smooth and tailored experience was delivered for VIPs, employees and community members.



**Superior Storytelling**  
We used the ABCs to tell the hospital's 125-year story, tying illustrated letters to concepts that represented its impact on the community.



**Influencer Engagement**  
We coordinated flower sculpture deployment with local artists and selfie-style video messages with celebrities to build outside support for this milestone.

