

As part of our 2025 Bring the Magic campaign, we took a fresh approach to promoting Hemlock Elementary by creating a 30-second television ad designed to generate excitement for our upcoming Young 5s and Kindergarten Round-Up. Filmed and edited entirely in-house, this video captures the joy and wonder of our youngest Huskies as they learn, build, explore, and play. While the ad is intended to reach potential enrolling families and showcase all that Hemlock has to offer, it has also become a cherished piece of storytelling for our current families and community. Parents love spotting their children, grandparents delight in seeing their grandkids, and neighbors excitedly tag loved ones when they recognize familiar faces. For the past several years, we invested in an outside production company to create our 30-second spots—a costly and resource-intensive process. This year, we opted for a more personal, hands-on approach. Armed with an iPhone, mini microphone, and iMovie for editing, our Communications Specialist crafted a high-quality, heartwarming video entirely in-house. The result is an authentic, engaging piece that fills every second with the magic of early learning—young students playing, discovering, and collaborating in a nurturing environment. To further build momentum, we shared longer versions of the video on Facebook, where the response was overwhelmingly positive. Community members expressed excitement, shared the video with their own circles of influence, and celebrated the joy captured in the footage. While last year's professionally produced ad emphasized high-end branding, this year's video focused on what truly matters—the bright, eager faces of our students. The strong social media engagement reinforced that our community values connection over polish, embracing the authenticity of seeing real students thriving in their school environment. This project demonstrates our ability to adapt, innovate, and connect with families in meaningful ways. It also reflects our commitment to stewarding financial resources wisely—producing a compelling, high-impact video at minimal cost while maximizing engagement. More than just an ad, this piece serves as an invitation—welcoming new families to experience the magic of

Hemlock Elementary and join our Huskie Pack.