

#proudlydekalb Content/Story Submission Guidelines & Instructions

Helpful Hints: Content/Story Writing

We'd love to hear your stories about the great things happening in DeKalb – whether you're an organization or a business, there's always fantastic news to share about DeKalb. Feel free to give us the great news – if this can be shared with us in 1-2 paragraphs, accompanied by 2-3 photos (please make sure photo releases are given, if applicable). **Please share this information via the Proudly DeKalb website at: <http://proudlydekalb.com/submit-a-story/> or e-mail to info@proudlydekalb.com.**

Organizations

What are some ideas for stories? Recent events, new accolades, or a great human interest story about how your organization has helped the community. **(Please refrain from submitting event promotional information (i.e. date, time, location). If there is an interesting local angle or story to an upcoming event, please do share that as a story with us!)***

For an example of submission content, please see the great story below from the DeKalb Park District:

“DeKalb Park District Summer Day Camp a Hit!”

Summer for the kids in the DeKalb Park District Day Camp program was filled with exciting recreation and learning opportunities. B.A.S.E. Camp (Build A Summer Experience) was based at Littlejohn School this summer, while the final weeks were held at Hopkins Park. Campers took part in activities such as games, hiking, and crafts, along with weekly field trips and daily swimming at Hopkins Pool. “With Littlejohn School being a short walk to Hopkins Park, it made daily swim time and other activities in the park very accessible,” said Amy Doll, Superintendent of Recreation.

Camp Counselors enjoyed the wonderful imaginations the campers displayed throughout the summer. “Each camper has their own unique personality,” said Jackie Owensby, Assistant Camp Director. “Their laughing and joking would brighten up each day.”

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Businesses

For businesses in DeKalb, we want to hear your story! Your history, your specialties, your community involvement. To help spark your business's content contribution to #proudlydekalb, please see the below questions to answer to help you create your 1-2 paragraphs about your business!*

1. Briefly describe the history of growth and/or job creation by the business.
2. Please describe how your business has been involved with the DeKalb community.
3. Please describe how this business has gained the respect of customers and employees.
4. Please list awards, achievements or special recognition received by your business.

For another example of a great business story, check out the below:

“Burger King DeKalb Celebrates A New Image With A Deep History”

The BURGER KING® restaurant at 913 West Lincoln Highway, DeKalb, has been operating in the same location since 1965. When it opened it was one of the original prototype designs for the Miami based fast food restaurant chain and a flagship location for the brand in its heyday. The restaurant fell on hard times during the economic downturn and the previous owner eventually filed for bankruptcy. The business was purchased by Adam Velarde, a restaurant operator and Burger King Franchisee from Chicago, who saw the potential in the location and committed to a complete renovation of both the building and the site.

The restaurant is celebrating its 50th Anniversary this year and is one of the oldest BURGER KING® restaurants in the country. Mr. Velarde wanted to do something special at the DeKalb location. He contacted BK corporate headquarters in Miami and partnered with the architectural and construction teams to rebuild the location with the latest design concept the corporation was currently developing named GARDEN GRILL. GARDEN GRILL brings together the BURGER KING® flame-grilling tradition, the backyard barbecue feeling and the social aspect of an outdoorsy atmosphere. The design incorporates earth tone colors, textures and natural materials that re-capture and showcase the brand's history and values of an inviting and informal restaurant that would appeal to all groups and ages.

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Incorporating the legacy of the BURGER KING® brand is a major component of the new concept and aligns well with this particular location's rich local history.

The Burger King site now occupies the original location of the cabin home of Joseph F. Glidden and is adjacent to the Joseph F. Glidden Homestead and Historical Center. It's only fitting that this once flagship location in 1965 was transformed yet again as a prototype location in 2015 with the GARDEN GRILL renovation. The Velarde family is excited to re-invest in the community this BURGER KING® has been serving for the past fifty years in a location that has such deep roots in the City of DeKalb.

The restaurant is celebrating its Grand Re-Opening on Saturday, Sept. 12th featuring a live radio feed from B95 FM and music from special guest The Bluegrass Band from 4pm to 6pm.

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