

Arizona Lottery was live.
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Our state's small businesses need our support now.

So join Arizona Lottery for an evening of true small business stories to support the Local First Arizona Small Business Relief Fund.

Watch and donate June 30, 2020 at 6 p.m.... [See More](#)

Storytellers Brand Studio

Arizona Lottery GIVES BACK

#StrongerTogether SHARING STORIES AND SUPPORT

LOCAL FIRST

#StrongerTogether | Arizona Lottery benefiting Local First Arizona Small Business Relief Fund

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Donate: <https://www.localfirstaz.com/small-business-relief-fund>

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Live Event benefiting Local First Arizona

Produced by USA TODAY NETWORK's Storytellers Project

The Mission

Drive awareness and fundraise for Local First Arizona whose mission it is to help small local businesses across the state especially during this dramatic time of need. The idea was to showcase the stories of small business owners and the communities they serve while helping to raise money to help struggling businesses during the pandemic.

Mission Accomplished

We created a successful, engaging and multi-platform live storytelling event and that built an emotional connection with **The Arizona Lottery, Local First Arizona and Storytellers** audiences. The event raised over 8k in donations! Some key insights include:

- Drove continuous traffic to partner site before during and after the show
- On-air interview with client was powerful and covered key ideas/topics
- Over 3,000 engagements during the show
- From the client: "Thank you so much for coordinating and spearheading this incredible event! It ran so smoothly and was such a joy to collaborate together. We've heard so much positive feedback from the community and are proud to stand alongside you in these efforts."

Results

