

# INTRODUCING SURPRISED BY SHORELINE

In 2016, the City of Shoreline launched Surprised by Shoreline, a new marketing campaign to celebrate the many perks of our small city just 10 miles north of Seattle.



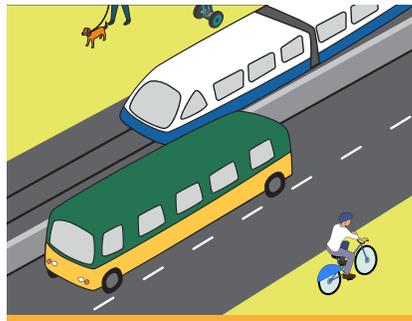
We know most Shoreline residents love their city, but most outsiders are not exactly sure why. Typically, after a short rundown of the many convincing reasons, these skeptics become (you guessed it) surprised by Shoreline!

The City of Shoreline figured it was time to help its ambassadors have these conversations, so we developed SurprisedbyShoreline.com, a one-stop website that describes Shoreline's greatest hits complete with fun infographics, engaging illustrations, even a downloadable coloring book!

Here's a taste of what visitors will learn about Shoreline:



**PARKS & REC**



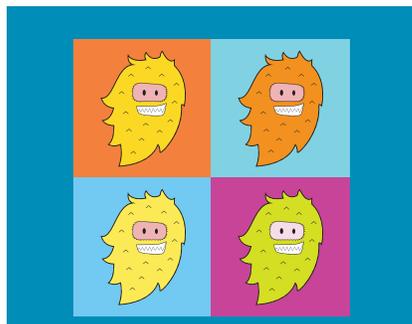
**CAR-LESS COMMUTES**

## PARKS AND REC

We may be a small city (11.7 square miles to be exact), but we invest in over 400 acres of city parks to enhance the lives of our community and future generations.



**NOT YOUR DAD'S AURORA**



**ARTS FOR ALL**

## CAR-LESS COMMUTES

Transit access is a top priority in Shoreline, with eight park-and-ride lots, 18 bus routes including Metro's RapidRide E-line to downtown Seattle, and two future Light Rail stations coming in 2023.

## NOT YOUR DAD'S AURORA

Over the past 10 years we've dramatically rebuilt the shape and character of our 3 miles of Highway 99 so that 21st Century Shoreliners can enjoy a safer, more beautiful Aurora.

## ARTS FOR ALL

With over 40 public art installations and dedicated capital funds for public art, we strive to make our city a beautiful place to express and enjoy your artistic side.



HERE'S HOW TO HELP

Help us spread the word to your family, friends, employees, clients and acquaintances:

1. Visit [SurprisedbyShoreline.com](http://SurprisedbyShoreline.com) and share your favorite content on your Facebook and Twitter accounts with the click of a button. [#ShorelineWA](#) [#SurprisedbyShoreline](#) [#oursquatch](#)
2. Follow the City of Shoreline on Facebook and Twitter for additional Surprised by Shoreline posts you can share with your networks: [Facebook.com/ShorelineWA](https://www.facebook.com/ShorelineWA) and [@ShorelineWAGov](https://twitter.com/ShorelineWAGov)

## Shoreline Ambassador Spotlight:

# SQUATCH

hello!

To help the curious get surprised by Shoreline, we'd like you to meet a new Shoreline ambassador: **Squatch**.

Squatch is the friendly Sasquatch who has lived in Shoreline for years, but since people know so little about Shoreline, they think he's been hiding. Squatch wants to bust myths about Shoreline and help everyone to learn more about his city and its wonderful people and places. You'll see him and his mythical friends on the website, in videos, at events, and even on the sides of buses encouraging those who "don't know Squatch about Shoreline" to visit:

## SURPRISEDBYSHORELINE.COM

