

**Relay for Life** was created to raise funds for the continued research of cancer. To find a cure. Some of the themes throughout the years have been:

- HOPE A REASON TO RELAY
- WE ARE HERE, WE CAN HELP
- FINISH THE FIGHT
- CELEBRATE\*REMEMBER\*FIGHT BACK

“Don and I were asked to carry the survivor banner at the relay where we had 7 inches of rain and the

event was held in the airport hangar. It was after that, that we teamed up to form a relay team.

Don Peacock was always community minded and wanted us to be the best team we could be. He made being on his team fun. Together we raised \$12,000.00 the first year we were a team!!!”

-Marylee Holloway



Each year a local Relay theme is chosen and each year we have a team t-shirt designed and printed for our team. As I look at each one I remember the event and

all the details. So many memories of goals reached by selling Baked goods, pizza, Bingo, Tupperware, Pampered Chef, Jewelry, Raffle Baskets, and sending out donation letters but especially the luminary bags in honor of those who have or had cancer. Peacock Printing Celebration team is made up of Cancer Survivors and Care Givers. This team has raised

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well over \$100,000.00 in the last 15 years. Vincent Van Gogh said, “Great things are done by a series of small things put together.”

-Barb Williams



*If you would like to be small part of our Great Thing, please contact Barb Williams, Team Captain, (618) 244-4003. You can make An online donation @Jefferson County Relay for Life. Help make a difference in the lives of those touched by cancer.*



PEACOCK PRINT & MARKETING PRESENTS  
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# Fanfare and Hoopla

## The Best Traditions in College Basketball

March Madness begins on March 14, which marks the beginning of the NCAA Men’s Division I Basketball Tournament and a whole lot of lost productivity at colleges and workplaces around the country. This is for sure: Americans are passionate about basketball.

In honor of the fans who keep the sport alive, here’s a peek at some of college basketball’s greatest traditions.

**WORDS TO LIVE BY**  
“Sometimes a player’s greatest challenge is coming to grips with his role on the team.”  
—SCOTTIE PIPPEN

### Silent Night at Taylor University (Indiana)

Every December, just before finals, the Trojans host their annual “Silent Night” game. The fans, clad in outrageous costumes, wait patiently in complete silence until Taylor scores its 10th point. Then they break into loud cheers and utter chaos. They finish off the evening by singing—what else?—Silent Night.

### Cameron Crazies at Duke University (North Carolina)

The Cameron Crazies are the iconic student section supporting the Duke Blue Devils. The section can hold about 1,200 students, and it’s been dubbed the “The Sixth-Man” by Duke’s basketball head coach Mike Krzyzewski. The Crazies are famous for painting their bodies blue and white or wearing outrageous outfits, and they’ll camp out sometimes for weeks before big games in order to get seats. They popularized the widely known “air ball” cheer.

### TP Madness at John Brown University (Arkansas)

For the first game of every season, the fans show up armed with rolls of toilet paper. When the Golden Eagles score their first basket, the crowd litters the court with all the TP. The Golden Eagle mascot has been known to do its version of snow angels in the sea of white paper. It always draws a technical foul, but has been termed the “best technical in all of sports.”

### The Flapping Mascot at Saint Joseph’s University (Philadelphia)

The Saint Joseph’s Hawk isn’t your average college mascot. The student who dons the famous Hawk costume has to flap its wings throughout *the entire game* at both home and away contests. It’s symbolic of Saint Joseph’s motto, “The Hawk Will Never Die.” ESPN once estimated that the hawk flaps its wings around 3,500 times each game.



## IT’S WHAT’S INSIDE >>>

- How to Eat Like the Irish (For Real)
- Four Grammar “Rules” that are Okay to Break
- Three Trends That Will Change Video Marketing in 2017

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## How to Eat Like the Irish (For Real)

Corned beef and cabbage may be the go-to choice for many celebrating St. Patrick's Day this month, but it's actually not a dish on most Irish menus. If you feel like adding a wee bit o' real Irish flavor to your St. Paddy's celebration, here are some more traditional options.

**SODA BREAD.** A simple food eaten in Ireland, a basic recipe includes flour, baking soda, salt and soured milk or buttermilk. Some recipes include raisins or currants, sugar, whiskey or other fruits and nuts.

**IRISH STEW.** The two main ingredients, potatoes and lamb, represent the use of locally grown and farm-raised food items. Other ingredients include onions, carrots, Canadian bacon, salt and pepper, water and parsley.

**COLCANNON.** This simple dish is traditionally made from mashed potatoes and kale (or cabbage), milk, butter, salt and pepper. It can also include scallions, leeks, onions and chives and is often eaten with boiled ham or Irish bacon.

**CODDLE** (sometimes Dublin coddle) is made of layers of roughly sliced pork sausages and rashers (thinly sliced, somewhat fatty back bacon) with sliced potatoes and onions.

*And if you're feeling particularly adventurous, dare to try:*

**BLACK PUDDING.** Often served with breakfast, this "pudding" is a blend of onions, pork fat, oatmeal, seasonings and blood (usually from a pig).

**CARRAGEEN.** This is a common Irish seaweed that can be found in dishes as diverse as salad and ice cream.

**LOUGH NEAGH EEL.** A specialty of Northern Ireland typically eaten around Halloween, it's usually served in chunks and with a white onion sauce.

And, of course, you can top off your Irish meal with an icy cold mug of Guinness—but it won't be green in Ireland. That is strictly an American tradition.



## SOMETHING TO THINK ABOUT

On any given day, 5.5 million pints of Guinness, the famous Irish stout, are consumed around the world. On St. Patrick's Day, that number more than doubles to 13 million pints.

## Four Grammar "Rules" that are Okay to Break

As technology evolves, so does communication—including grammar rules. In fact, there may be some lessons you learned in grade school that have become antiquated. That has nothing to do with your age; it's all about the evolution of writing styles.

In honor of National Grammar Day this month, here are four rules you may have learned as a child, but are now acceptable to break.



### FIVE FACTS ABOUT DAYLIGHT SAVING TIME

*(which begins March 12)*

- 1 **Arizona and Hawaii do not participate in DST.**
- 2 **The official name is Daylight Saving Time (no "s" at the end of Saving).**
- 3 **Benjamin Franklin is the unofficial father of DST.**
- 4 **In parts of Europe, DST is commonly referred to as Summer Time.**
- 5 **Night owls tend to be more affected by the lost hour than morning people.**

### 1 ALWAYS USE PRONOUN-SUBJECT AGREEMENT.

This issue arose when women got tired of "he" being the assumed gender. The equally awkward, "he or she" muddies up a sentence. Today, the use of the pronoun "they" has become acceptable when gender is unknown even though it doesn't agree with the singular subject. For example, "Each person must go through security before they can enter the stadium."

### 2 DON'T USE SENTENCE FRAGMENTS.

A sentence fragment does not contain a subject and a verb. Some writers use fragments to emphasize a certain point or a sentence. The use of fragments is stylistic, and has become acceptable in almost all types of content. Including marketing materials.

### 3 DON'T START A SENTENCE WITH A CONJUNCTION.

In the past, starting a sentence with words like "but" or "and" was frowned upon, but it is so common now, it's no longer considered poor writing and may, in fact, create a more conversational tone.

### 4 AVOID PASSIVE VOICE.

The active voice is praised as the "strongest" form of writing, but in some cases, passive voice does the job better. The best time to use passive voice is when the actor in the sentence is not important ("the crops can be harvested next week") or when the object of the sentence is more important than the subject ("the woman was hit by the foul ball").



## PROOF POSITIVE

Did you know? Preflight is a general term for software that tests files to make sure that fonts, images, colors and page size are correct.

## Three Trends That Will Change Video Marketing in 2017

If 2016 was a good year for video marketing, 2017 will be revolutionary. Marketers are no longer asking whether video is a worthwhile investment; they're now figuring out how to include it in their strategy.

Over 90% of marketers say video content is important and more than two-thirds plan to increase their budgets for video content creation, according to a recent study on video marketing. This year, watch for three major shifts in how brands create and promote video content.

**1 Viewing videos will move from passive to active.** Whether you're on your couch at home or your computer at work, watching a video has typically been a passive activity. However, brands are beginning to increase user engagement by adding clickable URLs and embedded surveys, quizzes and links. The upside for marketers is, with more interactive experiences, they'll be able to track more insightful measures (beyond number of views) and provide more meaningful analytics.

**2 Video creation will become more personalized.** Video is still mostly one-size-fits-all. Marketers create demos that show everyone how their products work, which is great. But early adopters of video personalization are seeing even more success.

The company, Influitive, for example, saw an eight-fold improvement on click-through rates with a personalized video versus standard outbound email campaigns. And 70% of prospective students who received a personalized video email from the University of Waterloo opened the message—a 1,000% increase over the school's average.

**3 In-house creation will trump outsourcing.** Some businesses struggle with the cost and resources associated with video production, but here's the thing: Consumers want videos that feel as if they were created by real people, and they want more of them. Technology now makes it easier to create in-house videos than outsource them. Watch for more brands and business to eschew big-budget productions and create videos that feel much closer to home.

