



# THE MOUNTAIN OF YOUTH

Industry Partner Toolkit



# HOW TO USE THIS TOOLKIT

The Jackson Hole Travel and Tourism Board has developed a year-long marketing campaign, The Mountain of Youth, branding and promoting Jackson Hole through display banners, paid social, organic social, paid search, and print tactics. The campaign officially launched on February 1st, and to help amplify the campaign, we have developed this toolkit containing assets for our partners to use on their social channels.

In the following slides you'll find:

- Information about the campaign
- A breakdown of the locals highlighted
- Examples of our campaign videos
- Easy to understand social media guidelines for posting,
- A link to download video assets

# THE MOUNTAIN OF YOUTH

When you're a kid, you're the wildest version of yourself. Curious, unpredictable, carefree.

The secret to youth doesn't come from a serum or in a glass jar. The secret is staying wild. It's not about what you look like. It's about how you feel. And in Jackson you feel like a kid again, because when you keep exploring, you keep growing. No matter how old you are. So yes, there is something in the water, in the mountains, and in the air.

That something is Jackson Hole.

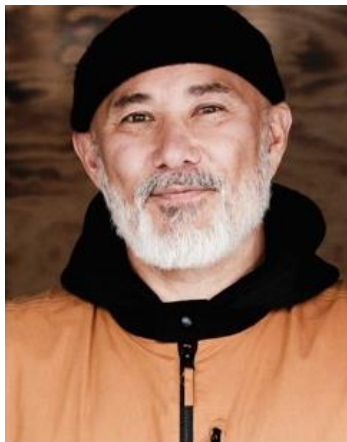




# OUR LOCALS

The following Jackson Hole locals were chosen for the Mountain of Youth campaign because they embody the idea of staying young by staying wild. They represent a range of ages, experiences and roles in the community.

- Bill Briggs – 91 Years Wild – local legend, ski pioneer and musician
- Jane Gollhofer – 73 Years Wild – 4<sup>th</sup> generation rancher
- Bryan Iguchi – 50 Years Wild – professional snowboarder and artist
- Zahan Billimoria – 46 Years Wild – climber, advocate and mountain guide
- Leslie Steen – 43 Years Wild – angler and conservationist
- Kira Brazinski – 31 Years Wild – skier and yogi



# CAMPAIGN VIDEOS- WATCH HERE



[Evergreen :15 with Bill Briggs, Zahan Billimoria and Leslie Steen](#)



[Evergreen :30 with Bill Briggs, Zahan Billimoria and Leslie Steen](#)



[Winter :15 with Jane Gollither, Bryan Iguchi, and Kira Brazinski](#)



[Winter:30 with Jane Gollither, Bryan Iguchi, and Kira Brazinski](#)






# SOCIAL MEDIA GUIDELINES

## Suggested Social Copy:

### OPTION 1


*The secret to youth doesn't come from a serum or in a glass jar. The secret is staying wild. It's not about what you look like. It's about how you feel. And in Jackson you feel like a kid again, because when you keep exploring, you keep growing. No matter how old you are.*

: @visitjacksonhole  
#mountainofyouth #visitjacksonhole

### OPTION 2

*In Jackson, you feel like a kid again because here you explore, discover, and find adventure around every corner. So yes, there is something in the water, in the mountains, and in the air.*

*That something is Jackson Hole.*

: @visitjacksonhole  
#mountainofyouth #visitjacksonhole

## Landing Page:

<https://visitjacksonhole.com/mountain-of-youth>

## Required Tag on all Social Posts:

Instagram- @visitjacksonhole  
Facebook- Visit Jackson Hole

## Hashtags:

#mountainofyouth #visitjacksonhole



# DOWNLOAD MOUNTAIN OF YOUTH ASSETS

[Mountain of Youth Video Download Link](#)

Additional assets will be uploaded  
as campaign continues.





# THANK YOU

For questions about the Mountain of Youth campaign or the Jackson Hole Travel and Tourism Board, please reach out to:

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