

# Client Case Study

Graphic Design

## Realities for Children

For 20 years, Realities for Children has led the charge for protecting abused and neglected children throughout Northern Colorado. Raising funds through a series of events ranging from golf outings to biker rallies, Realities for Children trusts Clay Pot Creative for the event marketing pieces that drive their efforts.

Headlined by the annual Realities Ride, a motorcycle poker run in Fort Collins, we have been part of expanding the reach of the event year after year through:

- Custom-illustrated promotional shirts
- Billboard ads
- Post card mailers
- Posters
- Commemorative pins and patches
- Print advertisements

Through these combined efforts, Realities Ride became the Guinness World Record holder as the world's largest motorcycle poker run while raising over \$100,000 that goes 100% to support abused and neglected children.



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