

# BLOW



LET IT

**CRATE**  
ART THERAPY

# BLOW



Don't flurry, this event helped Calgarians unwind this winter by playing a game designed to melt away stress. Let It Blow used bingo as a framework to encourage the Calgary community to try self-soothing techniques to keep cool, calm, and collected.

Participants grabbed a Brrr-Bingo game card at one of the participating businesses to partake in the FREE, family-friendly Chinook Blast event. They braved the cold and stopped by CRATE's pop-up booth to craft a Just Brrr-Breathe critter to discover how a blast of air can help you chill out.

**an experience by:**



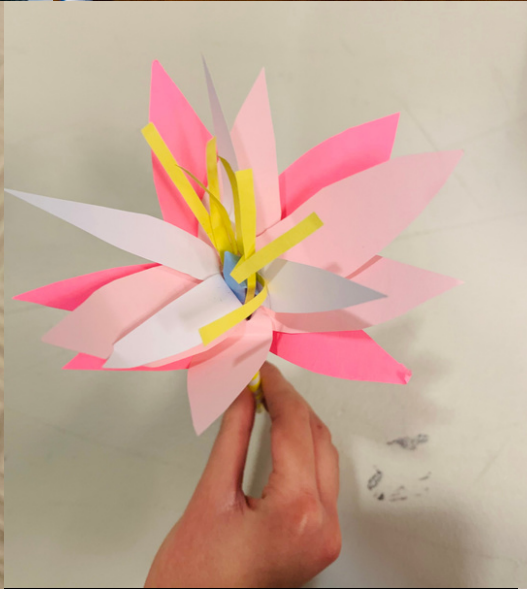
**in collaboration with:**



**support from:**









# Highlights

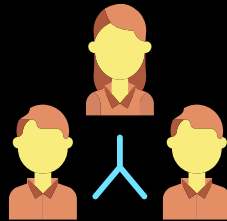
Over the duration of Chinook Blast

**2414** BRR-BINGO CARDS  
WERE DISTRIBUTED

Thanks to the participation of



**15 BRR-BUSINESS  
PARTNERS**



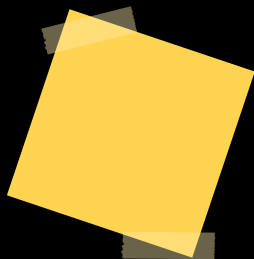
**14 CALGARY  
ORGANIZATIONS**

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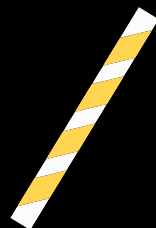
Over the 6 days of the Let It BLOW pop-up

**502** JUST BRR-BREATHE  
CRITTERS WERE CRAFTED

Using a few simple materials



**APPROX 3100 POST-  
IT NOTE SHEETS**



**502 PAPER  
STRAWS**

# Public Events

Let It Blow consisted of the following public events:

**Let It Blow Brrr-Bingo** Participants picked up a Let It Blow Brr-Bingo game card at participating Brr-Businesses, who were invited to participate and provided with scratch game cards and posters to promote Let It Blow.

Brrr-bingo Card Design Specs: Full colour print on 4" x 6" cardstock with each bingo square featuring scratch-off material (via [justscratchit.com](http://justscratchit.com)).

How It Was Played: Participants were invited to scratch off one of 24 standard bingo squares and complete the corresponding chill activity. To get a *whiteout*, participants needed to complete all the activities. For a bonus play, they could visit the Let It Blow pop-up booth to scratch all 7 Let It Blow squares if they completed the activity.

**Let It Blow Pop-up Activity: Just Brr-Breathe** The YYC community was encouraged to stop by CRATE's pop-up booth to craft a Just Brrr-breathe critter, using the supplied art materials to craft a creature that took flight. The functional art piece demonstrated how your breath can act as an anchor to self-regulate and pull you back into the present moment.

Location: The Calgary Public Library – Central Branch

Dates: Feb. 4, 5, 10, 11, 17, & 18

Time: 12pm to 5pm

Cost: FREE

**Bonus Brr-Bingo Chill Activity: Cyanotype Snowflake Workshop** Facilitated by Sparrow Artspace's artists-in-residence Stephanie Jager & Julya Hajnoczky, participants had the chance to craft a snowflake cyanotype, capturing the cold beauty of winter-themed objects in striking blue and white contrast, promoting a sense of calm and relaxation.

Location: Sparrow Artspace

Dates: Feb. 15, 16, & 17

Time: 11am to 6pm

Cost: By Donation (collected by Sparrow Artspace, no revenue received by Let It Blow event).

# Brr-Business Partners

Local Calgary businesses who contribute to the FREE family fun at zero cost by being a local location for the public to pick up their Brr-Bingo card.



CommunityWise   Calgary Municipal Land Corporation (Hygge Hut and Pixel Park)  
Canopy Art and Wellness   Deville Coffee   I Love You Coffee Shop  
Shelf Life Books   Women's Centre of Calgary

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## YYC Organizations

Other YYC organizations who shared Brr-Bingo cards with their community members:

Boy Scouts of Canada   Calgary Public Library   Christ The King School   CSPACE   Enviros  
Girl Guides of Canada   Grand Seton Village   McMan Youth, Family and Community Services Assoc.  
Perlin Foundation for Wellbeing   River West Therapy Collective   Telus Spark  
WrapCon   YMCA (Healthy Living School)

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## Volunteers & Hours

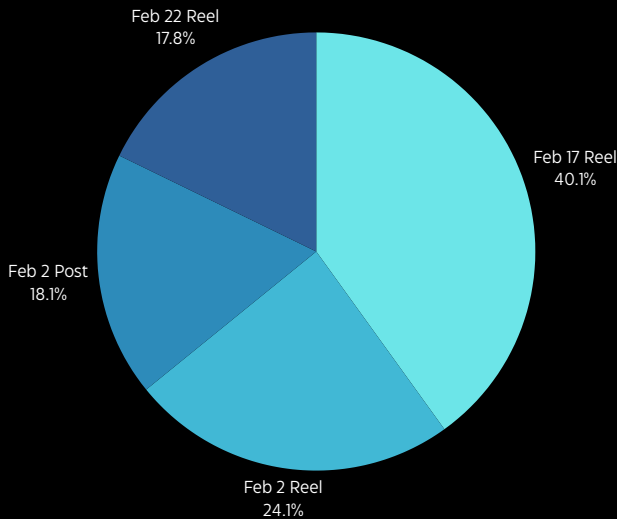
A total of 12 Girl Guides of Canada members worked 57.5 hours to support the Let It Blow Pop Up at The Calgary Central Library location on Feb. 4, 5, 10, 11, 17, & 18.

# Web Traffic

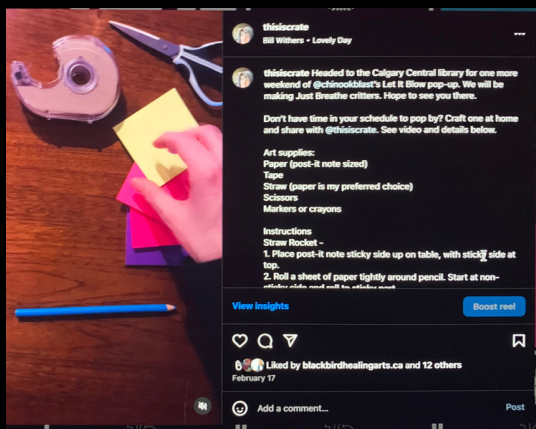
	Views	Time On Page	Bounce Rate	Exit Rate
<b>Let It Blow Home Page</b>				
/letitblow	253	0:01:24	68.75%	48.62%
<b>2. Hum a tune like "Let It Go"</b>				
/chill-activities/two	46	0:01:26	0%	4.35%
<b>1. Sleigh the day with a self-hug</b>				
/chill-activities/one	43	0:01:36	66.67%	13.95%
<b>3. Draw your frosty feelings</b>				
/chill-activities/three	40	0:00:11	0%	15%
<b>4. Gargle cool water</b>				
/chill-activities/four	37	0:00:36	0%	16.22%
<b>5. Dance like snow-body is watching</b>				
/chill-activities/five	26	0:01:26	0%	15.38%
<b>6. Weather the storm with exercise</b>				
/chill-activities/six	22	0:00:15	0%	9.09%
<b>16. Laugh—it's snow joke</b>				
/chill-activities/sixteen	21	0:00:07	0%	9.52%
<b>17. Snow down, sip ice water</b>				
1./chill-activities/seventeen	21	0:00:36	100%	14.29%
<b>11. Take a winter-ful stroll</b>				
/chill-activities/eleven	17	0:00:13	0%	5.88%
<b>15. Wiggle your toes to chill</b>				
/chill-activities/fifteen	17	0:00:28	0%	17.65%
<b>8. Snowman is an island—talk it out</b>				
/chill-activities/eight	17	0:00:40	0%	17.65%
<b>9. Stretch like a snow angel</b>				
/chill-activities/nine	17	0:00:30	0%	11.76%
<b>10. Give yourself an ice pep talk</b>				
/chill-activities/ten	16	0:02:22	0%	6.25%
<b>13. Get out in the frosty air</b>				
/chill-activities/thirteen	15	0:00:16	0%	6.67%
<b>14. Name five cool things</b>				
/chill-activities/fourteen	15	0:01:33	0%	6.67%
<b>18. Visualize your winter wonderland</b>				
/chill-activities/eighteen	14	0:01:25	0%	28.57%
<b>12. Doodle a snowflake</b>				
/chill-activities/twelve	13	0:00:13	0%	7.69%

# Instagram Analytics

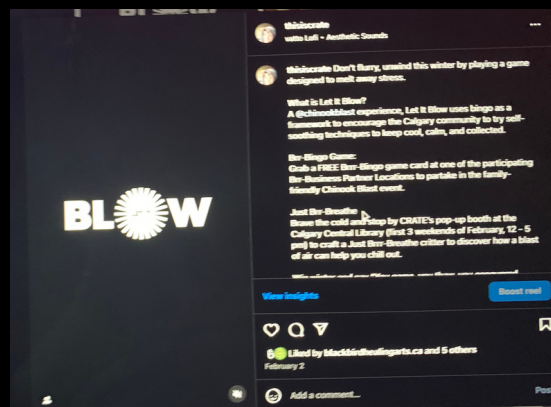
## TOP CONTENT BASED ON REACH



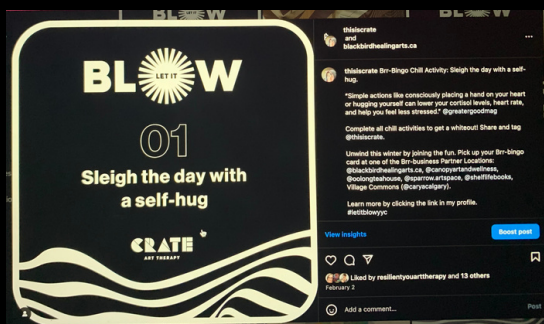
## FEB 17 REEL



## FEB 2 REEL



## FEB 2 POST



## FEB 22 REEL





# Successes

**2414 Brr-Bingo Cards** were distributed thanks to the support of 15 Brr-Business Partners and 14 additional NYC Organizations who stocked up on cards to share with members of their community.

Participants included kids and kids-at-heart who crafted approx. **502 Just Brr-Breathe Critters**.

A total of **12 Girl Guides of Canada members** worked **57.5 hours** at the Let It Blow Pop-Up, helping the public craft Just Brr-Breathe Critters.

Let It Blow provided an opportunity to give back to the community. Members of Girl Guides of Canada supported the Let It Blow Pop-up booth in exchange for a \$15 donation rate for each hour worked, which equated to a **donation of \$862.50**.

Thanks to the support of Blackbird Healing Arts, the Let It Blow Pop-Up had a certified art therapist on site for all 6 days.

The creativity of the booth workers helped to add to the overall fun. Including crafting event signage out of post-it notes, floor targets, and hand-printed "you hit the target" awards.

Spontaneous joint partnership with Sparrow Artspace's artists-in-residence Stephanie Jager & Julya Hajnoczky added a Bonus Brr-Bingo chill activity to the Let It Blow event.

The opportunity to utilize space in The Calgary Public Library proved successful. The positive response from The Calgary Public Library patrons enabled CRATE to facilitate a free Valentine's Day pop-up "art as therapy" activity.

# Learnings

Add more engagement elements via social media. For example, polls in IG comments, comments to DM automation, and using stickers in stories – polls, questions, quizzes, etc.

Utilize Facebook or IG Live to create more buzz around Let It Blow Pop-up booth.

Create more IG & Facebook Reels to promote event to audience larger than followers.

Offer to-go kits for participants unable to drop by the Let It Blow Pop-up booth.

Add a gamification element (ie. prizes w/ local vendors) to encourage participants to complete all chill activities of Brr-Bingo.



I hit the target!  
-Crate art therapy-










**BLOW**  **W**



Brrr

# BINGO

1	5		11	15
2	6	9	12	16
	7		13	
3		10		17
4	8		14	18

BL  W

an experience by:



in collaboration with:



support from:

