

WOULD YOU PUT ONE ON YOUR CAR?

by Loui Tucker

Advertising slogans have a way of sticking in our brains. We remember the jingle long after the company has gone out of business and the product has vanished from store shelves. I am sure the slogans below will bring to mind a particular product. In fact, even if you never used the product, I'll bet you recognize these -

"Double your pleasure, double your fun, with double good....."

"Put a tiger in your tank!"

"Plop, plop, fizz, fizz! Oh, what a relief it is!"

"You're in good hands with"

"My bologna has a first name, it's...."

International folk dancing needs just such a slogan – something catchy and memorable, something that we can have printed on bumper stickers and t-shirts and canvas tote bags. It has to be in a bright, eye-catching color, with some snazzy graphics. People will spot it on your car or on your shoulder. People will yell at you out of car windows and stop you in the grocery store. "What's this folk dancing thing all about?"

The ones you see below are just a few of the ones that popped out of my brain while dreaming about this article.

FOR A GOOD TIME, FOLLOW ME!
I'm going international folk dancing!

INTERNATIONAL FOLK DANCING
Helping guys pick up chicks since 1935!



I SUFFER FROM O.F.D.*
*Obsessive Folk dance Disorder

**I ♥ INTERNATIONAL
FOLK DANCING**



**Folk dancers hold hands
with the nicest people!**

Good for the Body. Good for the Brain.
INTERNATIONAL FOLK DANCING

Aerobics + Socializing =
INTERNATIONAL FOLK DANCE

International Folk Dancers
DANCERS WITHOUT BORDERS

Let's pick one or two. Let's get them printed up as bumper strips. Heck, if the readers of this magazine can help me pick the two top favorites, I will personally have 500 printed and ***give them away*** to anyone will promise to put one on their car. If you particularly like one of the slogans above, email me at loui@loutucker.com. I will keep a tally and see if one or two of them look sufficiently popular to merit production. I'll report the results in a future issue.

Our favorite pastime is one of the best-kept secrets in modern society. We need to get the word out. How about a little creative marketing?

More Bumper Sticker Ideas!

by Loui Tucker

Have you voted for your favorite bumper sticker yet? Take a look at the selection in the November 2007 issue of *Let's Dance*. The most popular ones to date are:

International Folk Dancers
DANCERS WITHOUT BORDERS


 **Folk dancers hold hands
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but others got a few votes too. Some readers submitted their own ideas.

**One World – Many Peoples
International Folk Dancing**

If I Can Dance, So Can You!
International Folk Dancing

I'd Rather be Folk Dancing!

 International Folk Dancers
Dance Around the World

 I met my sweetheart at
International Folk Dancing

If you dance to a different drummer
Try International Folk Dancing

Dance your way around the World!
International Folk Dancing

Joining Hands Around The World
International Folk Dancers

♫ ♭ # Listen to world music? ♯ ♭ ♫
♫ ♯ Try dancing to it!
International Folk Dancing

 **International Folk Dance
Builds Bridges to
Other Cultures**

I am going to repeat my invitation to participate in this project. If the readers of *Let's Dance* can help me pick the two top favorites, I will personally have 500 printed and ***give them away*** to any dancer(s) willing to put one on his/her/their car. If you particularly like one of the slogans in the November issue or above, email me at ***loui@loutucker.com***. I will keep a tally and see if one or two of them look sufficiently popular to merit production.

Thanks in advance for your participation!