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GREAT FALLS FEATURED IN NATIONAL AD CAMPAIGN FOR FORTUNE 500 COMPANY



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By KFBB News Team

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It's not every day that our region gets national attention, let alone at the hands of a Fortune 500 company.

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But that's the case this week in Great Falls, as the city provides the backdrop to a national ad campaign.

The Dow Chemical Company is a "\$45 billion global specialty chemical, advanced materials, agro sciences and plastics company based in Midland, Michigan."

This week, the company is here in Great Falls, as the city stars in a national ad campaign being shot throughout the week.

"I was kind of curious to what Dow Chemical would have to do with Great Falls, Montana," notes Rosanne Rains, Membership Director for the Great Falls Chamber of Commerce, who was contacted roughly three weeks ago by Dow Chemical's advertising company.

Explains Joey Peters of Weber Shandwick, "We did a national search, and obviously the Great Falls, Great Stuff connection was there, but as we started researching the town we fell in love with it. The architecture, the people, some of the stories here."

The Dow Chemical Company kicked off production today, after selecting Great Falls for what they call its "iconic American backdrop and charm." With no celebrities and no actors, the national ad campaign will feature real residents in both print and online campaigns.

"We felt our target demographic for this product is the average homeowner in America, so what better way to demonstrate that than getting their input, getting them involved and letting them see the product in action in their own home," Peters says.

Stopping at local residences like those of Larry Zbinden, the company is installing their Great Stuff air foam sealant into gaps, cracks and windows.

"There's a large concern in America obviously of saving energy and saving money

Great Falls Weather



86.0 °F
Current Temp

Fair

Wind : from the Southwest at 16.1 gusting to 29.9 MPH (14 gusting to 26 KT)
Pressure : 1003.7 mb
Humidity : 18 %

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Helena Weather



84.0 °F
Current Temp

Fair

Wind : from the West at 12.7 gusting to 23.0 MPH (11 gusting to 20 KT)
Pressure : 1006.6 mb
Humidity : 21 %
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right now, and this product actually saves money. On average, homes that can air seal actually can get anywhere from \$50 to \$126 back on their investment," Peters tells NewsChannel 5.

And besides bringing reduced energy costs and free protection from the strong winds and cold winters of Great Falls, the campaign is also serving as a boost to the local economy.

"We brought ourselves a pretty sizeable crew, so we're staying in town, we're using local resources and we're putting money back in the community."

Dow Chemical will also be giving away about 1,500 cans of their Great Stuff sealant product this week at Alive@5.

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