


| | Make | Body | Price |
|---|------------------|---------------------|----------------|
|  | Buick | Ford (cont.) | Lincoln |
| | LaCrosse | F350 (3) | MKZ |
| | Chevrolet | Five Hundred (3) | Navigator |
| | Impala (2) | Flex | Town Car |
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| | Make | Body | Price |
|---|------------------|------------------|----------------|
|  | Buick | Ford... | Lincoln |
| | LaCrosse | F350 (3) | MKZ |
| | Chevrolet | Five Hundred (3) | Navigator |

DOW TO FEATURE GREAT FALLS IN COMMERCIALS

By Alex Grubb (KRTV-Great Falls)

- PHOTOS
- VIDEO



Posted: Aug 19, 2010 9:29 AM
Updated: Aug 19, 2010 2:19 PM

Great Falls is the first city to be featured in a national ad campaign featuring great cities around the country.

The Sip-N-Dip Lounge at the O'Haire Motor Inn will be one of the locations around the Electric City featured in the campaign, as the Dow chemical company wanted to introduce their foam sealant product called "Great Stuff" to regular homeowners.

Great Falls was chosen as the first city for its classic American look and unique locations such as the Sip-N-Dip.

Amy Millsagle, a marketing executive for Dow, noted, "It's got a wonderful history to it, lots of different great places where we can go shoot, and it's a really beautiful place overall. And then finally, you can't ignore, Great Falls, great stuff!"

Shelley Lighter, sales director at the O'Haire Motor Inn, said, "I'm so excited about it, being the sales director here at the O'Haire, and promoting the Sip-N-Dip. It's a unique destination into Great falls, people like to come and see it."

An ad that's currently running introduces the campaign and the visit to Great Falls; commercials featuring the footage shot in Great falls will start airing in the fall.

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