

# CONNECT MONTGOMERY

## Social Media contest hosted by Connect Montgomery invites residents to explore Montgomery County

*For immediate release: Tuesday, June 15, 2021*

Rockville, Md.—Beginning June 15 and ending September 30, 2021, Connect Montgomery is inviting Montgomery County, Maryland residents to reconnect with people and places in the County by participating in a social media contest that includes monthly prizes and giveaways. To participate, eligible residents will be asked to share photos and videos on Instagram in response to a series of themes and challenges, with each theme designed to help residents rediscover Montgomery County by visiting businesses and public spaces.

The contest details are available at [reconnectmoco.org](https://reconnectmoco.org). County residents eligible to enter the contest can do so by tagging entries on Instagram with [@connectmontgomery](https://www.instagram.com/connectmontgomery).

The contest is being hosted on the heels of increased vaccination rates in Montgomery County and reduced restrictions due to COVID-19. **The contest will encourage residents to reconnect with local businesses, restaurants, parks, and other public spaces in the County and share related images and videos on Instagram. The contest will also raise awareness of the group’s combined award-winning community-focused cable programming and highlight their recently re-designed Connect Montgomery or “CoMo” brand.**

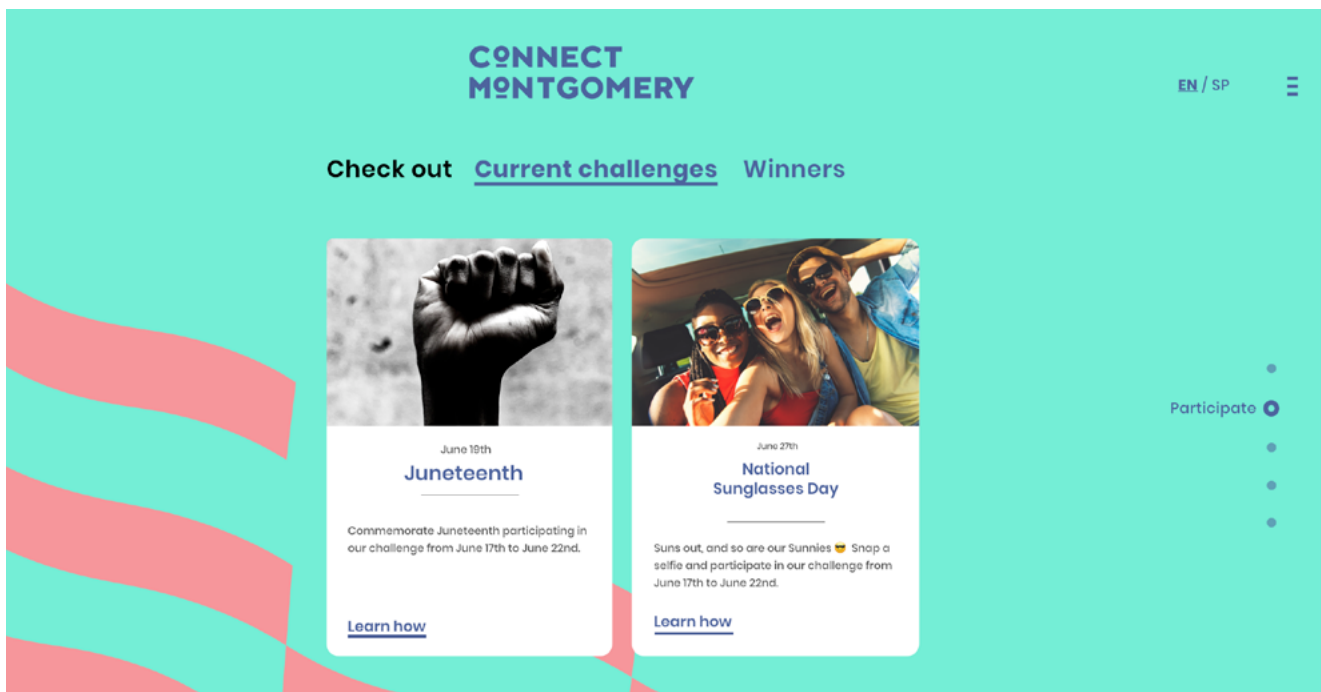


*<< The contest will include prizes like a Limited Edition collection of essentials that will be sent to participants posting the pictures with highest engagement and quality.*



COVID-19's negative impact on businesses and residents in Montgomery County has been significant. Connect Montgomery has been working throughout this pandemic to provide information that supports the health and well-being of our County," says Melissa Pace, chair, Connect Montgomery. "As businesses and public spaces reopen this summer, we wanted to build upon the growing energy and enthusiasm felt from finally reconnecting with the people and places that we all appreciate in Montgomery County. This campaign does just that."

Connect Montgomery is an alliance formed between the County's public, education, and government cable channels. The group is committed to providing valuable news and information for the residents, businesses, and community organizations of Montgomery County.



Screenshot from the [reconnectmoco.org](https://reconnectmoco.org) microsite

From June 15 through October 15th, 2021, the contest will promote a series of social media driven activities and challenges for residents. The full list of activities, available on the group's [website](#), coincide with a variety of national holidays and events, and asks residents to take selfies as well as photos and video with friends that match the monthly themes or activities. Each month, the members of Connect Montgomery will select winning entries to receive a giveaway package containing limited edition essential items with CoMo branding. In addition, the winning entries from each month will be entered into a drawing to win additional prizes at the end of the contest period.



**The members of Connect Montgomery provide the community with unique and powerful media tools and include:**

[County Cable Montgomery](#)

[Montgomery Community Media](#)

[Montgomery College TV](#)

[Montgomery County Public Schools TV](#)

[Montgomery Municipal Channel](#)

[Takoma Park TV](#)

[Rockville II](#)

Contest Website: [Reconnectmoco.org](http://Reconnectmoco.org)

Connect Montgomery Website: [connectmontgomery.com](http://connectmontgomery.com)

Promotional [Video: https://vimeo.com/561972574](https://vimeo.com/561972574)

Instagram channel: [@connectmontgomery](https://www.instagram.com/connectmontgomery)

Contact: [benjamin.brandt@montgomerycountymd.gov](mailto:benjamin.brandt@montgomerycountymd.gov)