



# HOTEL SILVERADO: A FAMILY AFFAIR

**BACKSTORY:** Early in 2019, Chevrolet, in partnership with the American Cancer Society, was hoping to give a worthy recipient who was a current Chevy owner and his/her family a once-in-a-lifetime experience of camping trackside at the world-famous Daytona 500 in a new Chevy Silverado and seeing the race in as up-close-and-personal a way as possible.

Our role was to work with the ACS to find and document the recipient's journey as a way to help others struggling with cancer by sharing the recipient's story. We also wanted to help the ACS get the word out about one of its signature programs, "Relay For Life" and the need for cancer patients and their families to build a strong support system. The video documenting all this would then be published by the ACS and shared by Chevrolet and other high-visibility partners.

Ultimately, NASCAR fan Joey Miller, an aspiring songwriter and musician and Chevy owner was chosen to be that person. Joey's story was unique and powerful; he had hoped to go to Nashville and pursue a career there. But he selflessly gave up his dream when his father was diagnosed with leukemia to stay in Florida to take care of his family in their time of need, including his mother who was herself battling breast cancer. He never was able to get back on track for that career, but kept his musical hopes alive by performing locally in the Port Orange, Florida area. Meanwhile, he became an avid "Relay For Life" Team captain for A Family Affair, a fundraiser that brings communities together to remember loved ones lost, honor survivors of all cancers and raise money to make a global impact on cancer.

**EXECUTION:** Honoring Joey's late father Steve's birthday was the premise for getting his family together at a restaurant

where Joey was about to give a musical performance. It gave us the opportunity to set up a big reveal of the aforementioned invitation for Joey from Chevrolet to attend the Daytona 500. Joey was only told that a rep

from the ACS would be attending the event to thank him for his efforts on behalf of the Team "A Family Affair" organization.

Prior to Joey's performance, we interviewed his family and the representative from The American Cancer Society who attended about his father, his musical career and his work with Team A Family Affair. Joey had no idea of what was to come but his excitement grew by the minute when Chevrolet Trucks Director of Marketing Sandor Pizarro drove up in a new Silverado and stepped up on stage with Joey to make some remarks.

Our crew then captured Joey's reactions as Sandor told Joey how his story had inspired everyone at Chevy and he then invited Joey to be Chevy's VIP guest at the upcoming Daytona 500 race, viewing the race from the infield in a specially-tricked out "Hotel Silverado." We captured additional interview footage with Joey after the invitation that helped flesh out his story and his reaction to the surprise.

On Race Day, crews filmed Joey's excitement and the joy of the family while experiencing an intimate view of the race with Chevy as host. One of Joey's favorite NASCAR drivers is Dale Earnhardt, Jr. It was arranged for Joey to meet Dale Jr., Bubba Wallace and NASCAR legend Richard Petty in the infield, and even take a lap of the track in a new Silverado.

**RESULTS:** The video would go on to receive over a quarter million views. During the race weekend and into the next week, Chevrolet's partners, American Cancer Society, Daytona International Speedway, country music star Luke Bryan and the drivers posted about Joey's experience 24 times to their social channels.

