

NEWSLETTER INTRO; BEFORE

Subject: Have Ya' Herd

We've received quite a few inquiries which are basically the same question – Why is our event planning business named **Red Elephant**?

Here's why:

- An elephant is a driving force of nature (Just like your entrepreneurial spirit).
- An elephant is un-forgetting – (Having a memory like an elephant.)
- We like the color RED (this one really is this simple, we love the color red.)

Red Elephant creates events that are memorable, inspire awe, respect and positive emotions about you and your brand. We avoid the trappings of traditional events. We deliver modern, innovative concepts events that are an unforgettable experience for you and your guests.

When planning your next event, use our planning techniques and ask, how can I:

Be the envy of all other events?

Break out from the herd?

For more information on Red Elephant crafting unforgettable live events. Click [here](#).

To your success,

Afrin + Iman, and the Red Elephant Herd

NEWSLETTER INTRO; COPYPUNCHED

Subject: Have Ya' Herd

We get so much great feedback, but always the same question—why is our event planning business named **Red Elephant**?

Here's why!

- An elephant is a driving and unstoppable force of nature (just like *your* entrepreneurial spirit)
- An elephant is un-forgetting (as in having “a memory like an elephant”)
- We like the color red (we just do. we love red!)

And here's the kicker—**a red elephant is something you'd never stop talking about!**

Red Elephant creates events that are memorable. **Red Elephant** creates events that inspire awe, respect and a visceral sense of wonder and excitement about you and your brand. We avoid the trappings and limitations of traditional events. We deliver modern, innovative **Concept Events** that provide an unforgettable, invigorating experience for you and your guests.

Break Out From the Herd!

For more information on **Red Elephant** crafting unforgettable live events, click [here](#).

To your success,

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