

TSA: grant to museum

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May 2013 to February 2015, and in that time it had only gained a total of 931 "likes" organically.

Focht said thanks to the KMTDA, the Museum's total page "likes" have almost tripled.

Each user that "liked" the Museum's page will now receive real-time status updates and content posting from the Museum's page in their news feed. Museum staff members have been impressed with Face book's ability to target advertising based on interests, demographics and location. The

new Face book followers resulting from this promotion were the Museum's target audience, and within days of starting the promotion, first-time visitors were coming to the Museum who said they'd heard about it "through an ad on Face book."

Focht said the Face book promotion has significantly increased the Museum's ability to connect with fans and potential visitors throughout the region. Increasing reach, exposure and engagement through Face book promotions has drawn new and repeat au-

diences to Kings Mountain Historical Museum from across the region, ultimately boosting the local economy and enhancing the Museum's and the city's image as a destination for tourism.

"The Museum deeply appreciates this support from the City of Kings Mountain's Tourism Development Authority," said Focht. "This goes well above and beyond our annual budget for advertising and allows us to more effectively promote the Museum and all we offer free of charge to our local and out-of-town visitors. We

simply couldn't afford this level of advertising impact without assistance from the KMTDA."

The Museum also received a smaller grant from the KMTDA during the same funding cycle in the amount of \$300 to host best-selling Sharyn McCrumb for a lecture on the 'Women of the Revolutionary War' earlier this spring. That event was so well attended the Museum decided to seek our more chairs for future lectures. Mauney Memorial Library was able to donate some of their chairs to the Museum to fill the need.



(Ed. note- The recipes in today's cooking corner come from Presbyterian Delights published by Shelby Presbyterian Church.)

MACARONI SALAD


Jean Hamner
1 8 oz. Pkg. Macaroni, cooked
2 tomatoes, chopped
1 cucumber, chopped
1 cup chopped green pepper
dill weed to taste (generous)
garlic salt to taste
onion salt to taste
DRESSING
5 tablespoons oil
6 tablespoons vinegar
½ cup mayonnaise
Combine macaroni, vegetables and seasonings. Combine all ingredients for dressing and pour over salad mixture. Toss, refrigerate.

REGAL CRAB MEAT SALAD

Joyce Boyette
12 ounces crab meat
2 cups cooked rice
1 8 oz. can green peas, drained
1 ½ cups finely sliced celery
¼ cup sliced pimento
1 cup mayonnaise
1 ½ teaspoons lemon juice
1 teaspoon salt
¼ teaspoon pepper
Combine crab meat, rice, peas, celery and pimento. Blend remaining ingredients. Pour over crab meat mixture. Toss lightly. Adjust seasonings as necessary. Chill. Serve in lettuce cups and garnish with tomato wedges. Makes 8 servings.

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