

# 2017 Total Solar Eclipse

Ravenna, NE

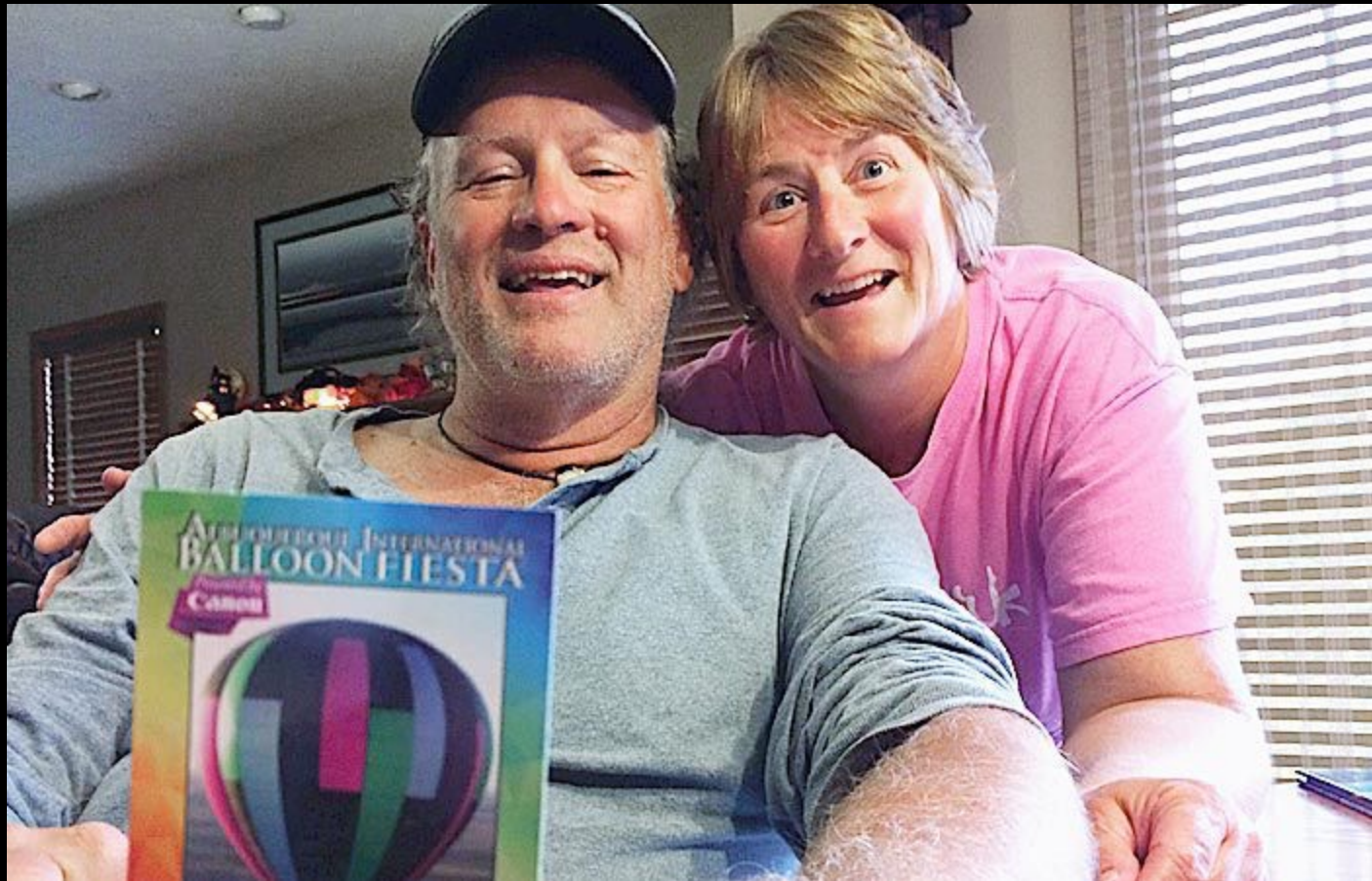


*Ravenna, Nebraska  
2017 08 21*



*Gord Rife*





# Get the word out

- Website
- Social media campaigns
- Semi-trailer mural
- Informative Brochures / Flyers
- Utilize existing events as educational platforms
- Shirts that said “Ask me about totality!”
- Speakers
- Dr. Kate Russo!!!



# Eclipse Marshmallow Challenge



## Eclipse Marshmallow Challenge

120 likes · 121 followers

Like

Search

- <https://www.facebook.com/EclipseMarshmallowChallenge/>



### Where will the viewing sites be?

Although we are in the beginning stages of planning, the baseball fields and VFW park could be used for official advertised viewing areas where food and drink vendors will be available along with entertainment and educational opportunities. We are also working on notifying area schools of this unique viewing and learning opportunity for their students. Should there be significant interest, they will be sharing the football field with the Ravenna students.

As we get further into our planning it may be decided that additional locations will be needed.

### Things that will need to be addressed and planned for :

- Crowd control
- Parking
- Human waste and trash control
- Medical assistance availability
- Property being trespassed on
- Language barriers
- Awareness of others customs and their unawareness of ours
- Preparedness for 4 types of viewers: Scientists, Tourists, Locals and Area Students
- Sudden influx of viewers if the location they are at becomes cloudy and ours is not

### Want to take advantage of this opportunity?

There's no doubt about it! This is an exciting opportunity for Ravenna's organizations to fundraise a substantial amount of money and businesses to get advertising!!!!

To get more information on how your organization can fundraise during this event or how your business can take advantage of a sponsorship contact:

Gena McPherson- 308-440-7308  
vacegena@hotmail.com

or

Cedric McPherson- 402-499-6473  
jcedric@mcphersonjr.com

Get all of your information and updates at:  
[solareclipse-nebraska.com](http://solareclipse-nebraska.com)



Follow us



- 1-<http://www.eclipse-maps.org/Eclipse-Maps/Welcome.html>
- 2-<http://www.eclipse2017.org/2017/maps.html>
- 3-<http://www.timeanddate.com/eclipse/total-solar-eclipse.html>

Why will  
**THOUSANDS OF PEOPLE**  
from all over the  
world flock to  
**RAVENNA**  
on August 21, 2017?

..... 2017 .....

**SOLAR ECLIPSE**

Kearney & Ravenna, Nebraska

Find out more about  
Ravenna's unique  
opportunity at  
[solareclipse-nebraska.com](http://solareclipse-nebraska.com)

### Total Solar Eclipse... what's the big deal?

On August 21st, 2017 Ravenna will be on a center line of totality to view a TOTAL Solar Eclipse.

This will be the first total solar eclipse in the U.S. in 38 years. The next total solar eclipse will be in 2024. However, the line of totality (the line in which you need to be on in order to see the sun become completely blacked out) has never in recorded history gone through Nebraska and it is unsure when it might happen again.



Everyone in the U.S. will see at least a partial eclipse, but you want to be on the blue center line pictured on the map to the left, Ravenna is exactly on that line! IT'S ALL ABOUT TOTALITY! It doesn't matter if the partial eclipse above your location is 50% or even 98%. Only totality (100%) reveals the true blacked out celestial spectacle: the diamond ring, the sun's glorious corona, the strange colors in the sky and it being so dark you can see the stars in the daytime.



Now let's talk about the duration of totality. For Ravenna the sun will be completely blacked out for 2 min and 35 seconds... not far behind the maximum duration of 2 min and 40 seconds. This is another reason why people from all over the world will be drawn to Ravenna for this viewing event! On August 21, 2017 the partial phase start for Ravenna will be at 11:33:22 AM (CDT) and Totality will start at 12:57:21 PM (CDT) and again will last for 2 min and 35 seconds.

### WHAT NOW?

It is estimated that 5,000 to 15,000 solar eclipse seekers will flock to Ravenna from all over the world to view this extraordinary event. As crazy as it sounds, it will happen regardless. That is why the Ravenna Area Chamber of Commerce and the Kearney Visitors Bureau are partnering for this event. The two communities will work together to plan events in both Kearney and Ravenna for the whole weekend of Friday, August 18th through Monday, August 21st (the actual day of the eclipse).

The two communities have already been jointly awarded a \$15,000 grant from the Nebraska Tourism Commission for marketing. They have a comprehensive plan to put that money to good use and market this event properly. This partnership works well because Ravenna obviously cannot house and feed this many people for a weekend. Marketing will highlight Kearney's lodging, restaurant and shopping opportunities as well as the once in a lifetime viewing event in Ravenna. We will market everything we have to offer in our great town of Ravenna, but with our businesses easily being overwhelmed, we need to make sure people know their options.

# Annevar 2017—Totally Eclipsed

## JUNE 15, 16, 17 and 18

««««« Ravenna, Nebraska »»»»»

### THURSDAY, JUNE 15

**2:00 pm Prince/Princess Contest**  
Cindi Coulter (308) 390-4609  
Stacie Loeffelholz (308) 380-3447  
Ravenna City Auditorium

**6:30 pm Miss Annevar Pageant**  
Meredith Underwood (508) 320-7756  
Ravenna High School Theater  
\$4 Admission • 5 & under FREE

**8:30 - 11:30 pm Teen Dance**  
Myra King (308) 293-0224  
Katie Lewandowski (308) 390-2668  
Ravenna City Auditorium, \$3 Admission

### FRIDAY, JUNE 16

**2:00 pm Pie Baking Contest & Auction**  
Ravenna News Team (308) 452-3411  
Senior Citizens Center. Double Crust Pies Only. Winning pies in each division will be auctioned after contest. Proceeds to benefit the Ravenna Senior Center. Pies will be donated to the Ravenna Lions Club food stand after judging.

**5-9 pm Quilt Show**  
Cindy Muhlbach (308) 627-7769  
Jean Blaschko (308) 627-3828  
Kim Cronin (308) 440-0505  
Edna May Dethlefs (308) 383-6358  
Ravenna City Auditorium  
Registration: 1:00 - 3:00 pm

### FRIDAY & SATURDAY JUNE 16 & 17

#### Totally Eclipsed Beer Garden 8:00 pm-12:00 am

Ryan Osten (308) 233-1633  
Ryan Lieske (308) 440-4647  
Gena McPherson (308) 440-7308  
Tent located by Wroblewski Feed Supply  
Fri. - Tri-City DJ / Sat. - DJ & Karaoke  
variety of beers on tap  
Ask Gena McPherson about renting the tent for your reunions and gatherings!

#### Outlaw Tractor Pullers Truck & Tractor Pull 7:00 pm Friday - 5:00 pm Saturday

Bill Behrendt (308) 440-5908  
Tim McKeon (308) 627-3713  
Co-Sanctioned by Nebraska & Iowa  
Tractor Pullers Association  
Annevar Park  
Beer Sold on Premises - NO CARRY-IN!  
• Adults — \$20 • 2 day pass \$30  
• Ages 6-12 — \$5  
• 5 & under FREE

### SATURDAY, JUNE 17

**8:00 am Fun Run**  
Laurie Johnson (308) 293-3945  
Karalee Fiddelke (308) 224-7060  
VFW Park • 5K Run/Walk • Entry Fee  
register at getmeregistered.com  
Lions Club serves pancakes to runners

**9:15 am Kids 1/4, 1/2 mile & 1 mile Run**  
Laurie Johnson (308) 293-3945  
Karalee Fiddelke (308) 224-7060  
VFW Park following the Fun Run • Entry Fee

**9:00 am Sand Volleyball**  
Theison Anderson (308) 440-2704  
Riley Beranek (308) 390-9207  
VFW Park • Entry Fee  
Registrations due by June 7th

**9:30 am Antique Tractor Parade**  
Russ Horst (308) 390-2616  
Meet at Farmer's Co-op to line up

**10:00 am - 9:00 pm Quilt Show**  
Ravenna City Auditorium

**11:00 am Float Parade**  
Lorie Stahl (308) 380-1554  
Registration begins at 10 am  
Voting at 10:30 am SHARP  
Theme: ANNEVAR - Totally Eclipsed  
Grand Marshalls Ed and Karen Chromosta

**Noon Homemade Ice Cream Social**  
Kim Matejka (308) 452-4405  
United Methodist Church  
Freewill Donation

**12-4 pm Show & Shine**  
Blake Adams (308) 440-6579  
Nate Adams (402) 460-0901  
Location: front of Town & Country Bank;  
Drive your car, truck or motorcycle through the parade tool Register @ Ravenna High  
Parking Lot at 10am

**1:00 pm 3-on-3 Basketball**  
Wayne Bock wayne.ock@ravennabluejays.org  
Adam Mingus adam.mingus@ravennabluejays.org  
James Habe james.habe@ravennabluejays.org  
Ravenna Elementary Gym • \$10 per player

**1-4 pm Annevar Maker Fair**  
Linda Zinnell (308) 440-9131  
Contact Linda to enter  
VFW Park

### SATURDAY, JUNE 24, 7:00 pm

**Demolition Derby**  
Russ Crowell (308) 390-4741  
Annevar Park • Beer Sold on Premises - NO CARRY-IN!  
• Adults \$10 • Ages 6-12 \$5 • 5 & under FREE

**Kids Power Wheel Derby**  
Ages 5-10 Years Old • Russ Crowell (308) 390-4741

### SUNDAY, JUNE 18

**8-11 am Community Father's Day Breakfast**  
Sharon Loy (308) 452-3105  
Ravenna Senior Center  
Everyone Welcome • Freewill Donation  
9x9 and 9x12 made to order breakfast  
casseroles available to purchase and take  
home Sun. morning if ordered by Fri. 10 am

**9:00 am 3-Man Scramble Golf Tournament**  
Larry Heathers (308) 452-3159  
Ravenna Golf Club • Fee to participate

**1:00 pm Ravenna Trap Team  
Annual Trap Shoot**  
Joanne Paitz (308) 390-9609  
Ravenna City Landfill, 44950 370th Rd  
Fee to shoot

**1:00 pm Planetarium Experience by the  
Edgerton Explorit Center!**  
Karie Huryta (308) 452-4213  
Bethlehem Lutheran Church Hall  
Shows at 1:00, 1:45, 2:30 & 3:15  
Fee to view

**2:00 pm Frog Hop and Turtle Race**  
Ken & Terry Hervert (308) 390-9217  
VFW Park • FREE Entry  
No Snappers and No Bullfrogs!

**2:00 pm Cheer & Dance Kickball Tournament**  
Melissa Wroblewski (405) 684-8221  
Ravenna Ball Field • Entry Fee  
Registrations due June 7th

### FRI., SAT. & SUN. JUNE 16, 17 & 18

#### DC Lynch Shows

Open Fri., 6 pm; Sat. afternoon & evening; Sun., 4 pm  
Advanced Ride Tickets Available at:  
Town & Country Bank, True Value,  
The Ravenna News, Fill-n-Chill, Ravenna Super Foods

**Cooling Station - Ravenna Senior Center**  
Open Friday, Saturday & Sunday 5:00 to 8:00 pm

**Ravenna Ball Association BINGO**  
Open Friday, Saturday & Sunday at 7:30 pm  
In front of RAI

**Historical Society of Ravenna**  
Open at 2 pm until ?? Friday & Saturday  
3 to 5 pm Saturday - Ethnic Food Tasting

**Boy Scout Dunk Tank**  
Open Friday, Saturday, and Sunday

**Lions Food Stand**  
Open Friday, 4 pm; Saturday, noon; Sunday, 4 pm  
Opening times may vary with weather  
and DC Lynch Show as needed.



\*If no fee is listed, then this event is FREE to the public.

The Ravenna Chamber of Commerce or Chairpersons of any event will not be responsible in case of any accident. RAIN CANCELLATIONS KRWN 880





June 27<sup>th</sup>

Dr. Kate Russo Eclipse Day in Ravenna



# Promotional Magic

- Interview on BBC Radio
- L.A. Times article
- Documentary on VICE News out of New York that had almost 2 million views!
- <https://fb.watch/l2rjVB9WNH/>



# Preparation

- Department of Roads
- Local, County and State police
- Emergency Personnel
- Public Power Company
- Local Schools Mayor / City Administrators
- Working with local businesses
- Mayor / City Administrators

# Ravenna's Hometown Eclipse Festival "Totally on the Line"

# AUGUST 17<sup>TH</sup> thru 21<sup>ST</sup>

## THURSDAY, AUGUST 17

- 4-8 pm **Wine Release Party** - Cedar Hills Vineyard  
Special Release Debut of "Dark of Day" Eclipse wine
- 6 pm **Winery / Vineyard Tour** - Cedar Hills Vineyard
- 6:30 pm **Crafts with a Glass** - Cedar Hills Vineyard  
Separate reservations through Cedar Hills Vineyard required. (308) 452-3181

## FRIDAY, AUGUST 18

- 4 & 7 pm **Winery / Vineyard Tours** - Cedar Hills Vineyard
- 5 pm **RHS Volleyball Scrimmage**  
Ravenna High School- 41750 Carthage Rd, Ravenna  
Admission: Gatorade or Free Will Donation for the athletes to be utilized throughout the season.
- 6:30 pm **"Howl at the Moon" painting with Socially Inspired** - Cedar Hills Vineyard  
To reserve your spot and prepay, go to: [www.besociallyinspired.com/cedarhillsvineyard](http://www.besociallyinspired.com/cedarhillsvineyard)
- 9:30 pm **Star Party** - Cedar Hills Vineyard  
Led by Dr. Michael Foegelie from the Orion Ranch Observatory near Austin, TX

## SATURDAY, AUGUST 19

- 8 am **Solar Eclipse 5K Run/Walk** - VFW Park  
Laurie Johnson (308) 452-4131  
Karalee Fiddelle (308) 224-7060  
5K Run/Walk - Entry Fee register at [getmeregistered.com](http://getmeregistered.com)
- 8 am **RHS Football Scrimmage**  
Ravenna High School- 41750 Carthage Rd, Ravenna  
Admission: Gatorade or Free Will Donation for the athletes to be utilized throughout the season.
- 9 am **Co-Ed Sand Volleyball** - VFW Park  
Abby Sorensen (402) 762-5494  
Max. 15 teams, Brackets will be sent out accordingly (Pool play, single elimination tournament) T-shirts are given to First Place Champions - Entry Fee
- 9 am-5 pm **Total Eclipse of the Art** - 50900 Hwy 2, Ravenna  
Craft and Vendor Market at the Moffett Place  
To be a vendor call Nicole Shulde (402) 435-7427
- 9:30 am **Eclipse Float Parade** - Grand Avenue  
NASA Astronaut Mike Fincke and wife Renita Fincke  
Lorie Stahl (308) 380-1554  
Registration Begins at 8:15 am

## 10 am-10 pm Eclipse Fair at the Baseball Fields\*



**NASA Astronaut Mike Fincke and NASA Engineer Renita Fincke**  
Ravenna High School Gym - 41750 Carthage Rd, Ravenna  
Presentation by active NASA Astronaut Mike Fincke and NASA Engineer Renita Fincke

11:00 am-11:30 am  
**Keynote Presentation**

11:30 am - 12:30 pm  
**NASA Astronaut Meet and Greet**  
Sponsored by Ravenna Area Vision Foundation

11:30 am - 12:30 pm  
**Meal and Ice Cream Social**  
Proceeds to benefit United Methodist Church siding project

- 10am-8pm **Annevar Quilt Guild Quilt Show** - Ravenna City Auditorium-(112 W Genoa)  
Eclipse Raffle Quilt, Quilting Makers Demo, Cooling Station, Info Station
- 1:30 pm **"The Boarder" Viewing** - Ravenna High School Theater  
Award winning film, "The Boarder" produced by Ravenna resident Jane Ryan. Discussion to follow. Free Will Donation. Rated PG-13. This movie creates awareness about the long term effects of childhood trauma, a world wide problem.
- 1:30-10 pm **Cedar Hills Vineyard Music Festival** - Cedar Hills Vineyard  
Tim Mohanna, 1:30 pm  
Dorris Winkler, 4:30 pm  
The Wildwoods, 7:30 pm
- 2-4 pm **Ravenna Historical Society Tours** - 210 Grand Avenue  
Guided Tours of the Historical Center at 2 pm & 4 pm.  
Come experience Ravenna's rich history and cool off in the air conditioned building!
- 2 & 7 pm **Winery / Vineyard Tours at Cedar Hills Vineyard**
- 2:00 pm-Midnight **Eclipsed Music Festival/ Beer Garden**  
Ravenna Tennis Court located next to Ball Fields  
Y102 Broadcast Live, 2 pm  
Three Guys Polka, 4 pm  
South Loup Sunrise, 6 pm  
Sheila Greenland Band, 8 pm-Midnight



## SUNDAY, AUGUST 20

- 8:30 am **Outdoor Worship Service** - VFW Park, Ravenna  
lead by Lutheran Pastor Micah Gaunt
- 9am-5pm **Total Eclipse of the Art** - 50900 Hwy 2, Ravenna  
Craft and Vendor Market at the Moffett Place—  
To be a vendor call Nicole Shulde (402) 435-7427
- 9:30 am **Golf Tournament** - Ravenna Golf Club  
2 Man 27 Hole Tournament - 9 Hole Best Ball,  
9 Hole Alternate Shot, 9 Hole Scramble  
Entry Fee

## 10 am-8 pm Eclipse Fair at the Baseball Fields\*

- 11 am-5 pm **Arts & Crafts Fair & Live Entertainment**  
Cedar Hills Vineyard
- 1 pm **Ravenna Trap Team Trap Shoot**  
Ravenna Trap Range, 44950 370th Rd  
Joanne Paitz (308) 390-9609 - Fee to shoot
- 4 & 7 pm **Winery / Vineyard Tours** - Cedar Hills Vineyard
- 3-5 pm **Love you to the Moon and Back Eclipse Craft Outing**  
Ravenna City Auditorium - 112 W Genoa St., Ravenna  
Proceeds go to Friends of the Library Projects.  
Reservation only. Call Ravenna Library (308) 452-4213
- 4 pm **"The Boarder" Viewing** - Ravenna High School Theatre  
See 1:30 Sat. viewing time for complete description.
- 6-10 pm **Eclipse Cruise Night, Cruise the Line**  
Cruise the line of Totality in Ravenna! 6-10pm  
Scavenger Hunt, 7pm - Julie Chremosta (308) 440-1419  
FREE Ice Cream-Look for Ice Cream Truck on Grand Ave!
- 5-9 pm **Cedar Hills Vineyard Music Festival** - Cedar Hills Vineyard  
Featuring Omaha artists, Brich & Killion
- 8:30 pm **Ravenna Trap Team Trap Shoot**  
Ravenna Trap Range, 44950 370th Rd  
Joanne Paitz (308) 390-9609  
Fee to shoot

## MONDAY, AUGUST 21

## 8 am-8 pm Eclipse Fair at Ravenna Baseball Fields\*

## 8:00 am-4:00 pm Guided Eclipse Viewing at Ravenna Baseball Fields

Guided by Greg Novacek, James Fullerton, Kelly Kabler & Nancy Luis formerly of the Lake Afton Public Observatory

Help us break the **WORLD RECORD** for most people doing the moonwalk after Totality!

Guarantee a spot by pre-purchasing a viewing ticket at [solareclipseinbraska.com](http://solareclipseinbraska.com) - \$10/person. See below for additional viewing events.

FREE WiFi sponsored by Prairie Hills Wireless  
Light free zone provided by NE Public Power District



8-4 pm **FREE Viewing Event at Annevar Park/VFW Park**  
locations at: Annevar Park (Pavia Ave/ E Carthage)  
VFW Park (700 W Carthage). First come, first served.

8-4 pm **Viewing Event at Ravenna Golf Course**  
Non-members pre-purchase \$10 tickets go to: [solareclipseinbraska.com](http://solareclipseinbraska.com) or pay day of **Members- FREE**. Food / Alcohol available for purchase

8-4 pm **Viewing Event at the Moffett Place**  
First come, first served. \$5.00/person

9am-5 pm **Total Eclipse of the Art** - 50900 Hwy 2, Ravenna  
Craft and Vendor Market at the Moffett Place—  
To be a vendor call Nicole Shulde (402) 435-7427

11am-3 pm **Eclipse Viewing at Cedar Hills Vineyard**  
Reservation only (308) 452-3181

3-7 pm **Pig Roast** - Cedar Hills Vineyard  
From 3 pm until food runs out!

4 pm **Winery / Vineyard Tours** - Cedar Hills Vineyard

## \* ECLIPSE FAIR:

To be a vendor email: [chamber@myravenna.com](mailto:chamber@myravenna.com).

- Vendors include:**
- Locally Hand-Crafted Souvenirs - T-shirts • Food
  - Nebraska School of Martial Arts- Action Explosion Demo Team Performance (Saturday 5:45pm)
  - Animal Jungle Walk Thru Exhibit/\$3 a person
  - 4 Jumper Bungee Trampoline by RockIT /\$1 a person  
26 ft Rock Wall by RockIT /\$1 a person  
(10am-afternoon, not available Monday)
- FREE WiFi sponsored by Prairie Hills Wireless!



**RYDE Transit** Transportation provided by RYDE Transit Monday Only (8/21)  
8:00am to 4:00pm CASH ONLY

Drop off and pick-up approximately every 30 min. from Annevar Park and Buffalo County Lake.  
8am-4pm from select pick-up & drop off locations  
Cost- \$1.00 per boarding per person

Get your Eclipse t-shirts & glasses at the eclipse fair or online at <https://solareclipseinbraska.com/>

## INFORMATION STATIONS:

## COOLING STATIONS:

## KEY LOCATIONS:

Baseball Fields - Ravenna State Lake (Buffalo County Lake)  
Annevar Park (Monday Only) • Downtown

Ravenna Senior Center: 315 Grand Ave, Ravenna  
Bethlehem Lutheran Church Hall: 324 Kufus Ave, Ravenna

Cedar Hills: 48970 375th Rd, Ravenna (308) 452-3181  
Ravenna Baseball Fields: W Syracuse & Pine Rd, Ravenna





# SHEILA GREENLAND BAND



.....TOTAL.....  
**SOLAR  
ECLIPSE**  
[solareclipsebraska.com](http://solareclipsebraska.com)



**SATURDAY, AUGUST 19**

2 pm — Y102 Broadcasts Live  
4 pm — Three Guys Polka  
6 pm — South Loup Sunrise

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8 pm-Midnight  
**Sheila Greenland Band**

2:00-MIDNIGHT  
**ECLIPSED  
MUSIC FESTIVAL/  
BEER GARDEN**

Ravenna Tennis Court,  
located next to the ballfields.  
Happy Hour \$5 Admission from 6-7pm.  
\$10 Admission after 7pm.  
Must be 21 after 7pm.

*Celebrity Appearance!*

*Surprise Entertainment!*

*Beer Garden*





## **We had people from all 50 states as well as :**

Canada, Brazil, South Africa, Saudi Arabia, France, Germany, Northern Ireland, Denmark, India, Japan, Russia, Australia, Ukraine, Netherlands, Italy, Great Britain, Rome, and Belgium

## **Traffic**

25,246 Eclipse Overpass – 7,083 Normal Overpass = 18,163 Cars (Friday-Monday)

1,218 Eclipse Pine Rd – 822 Normal Pine Rd= 396 Cars (Friday-Monday)

North Town Entrance not tracked

Total = 18,559 Cars Friday- Monday of Eclipse Weekend

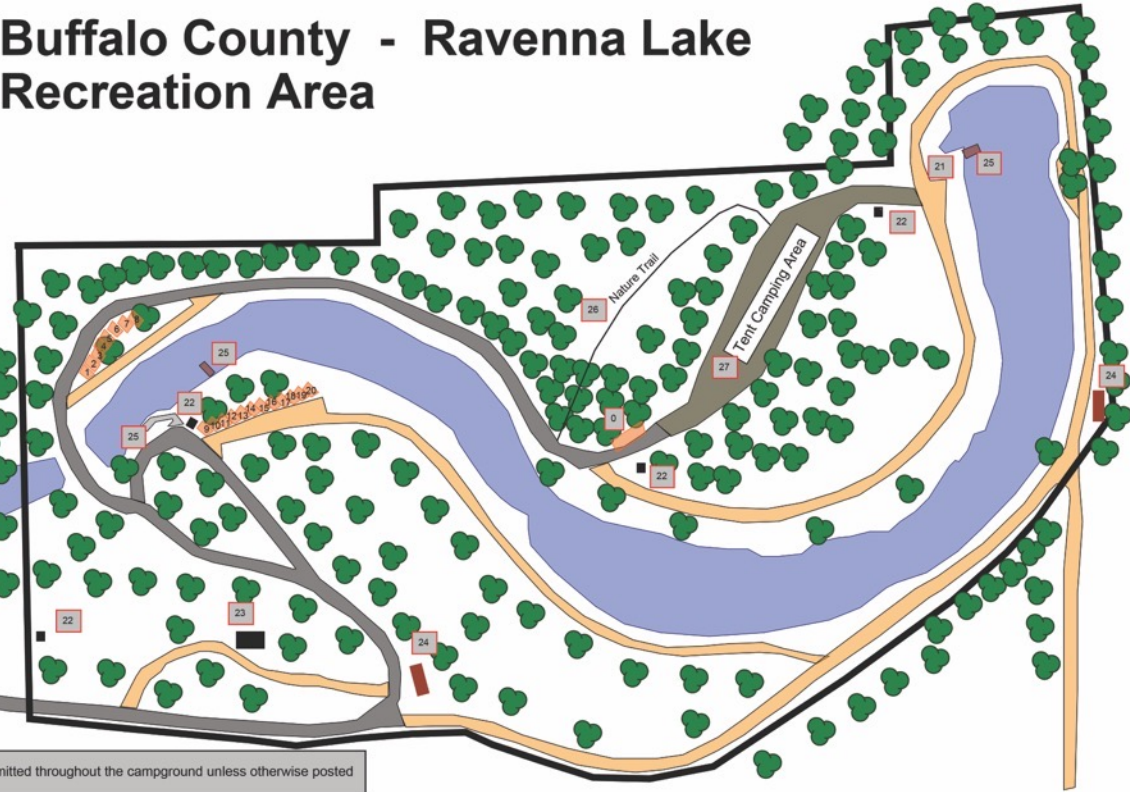
18,559 Cars x 2 People on average per car = 37,118 People coming through Ravenna throughout the course of Eclipse Weekend!!!





## Buffalo County - Ravenna Lake Recreation Area

- 0 - Handicap RV
- 1-8 - RV Camping
- 9-20 - RV Camping
- 21 - Boat Ramp
- 22 - Porta Potty
- 23 - Rental Shelter with Electricity and Water
- 24 - Information Kiosk
- 25 - Fishing Pier
- 26 - Nature Trail
- 27\* - Tent Camping Area



\*\* Tent Camping is permitted throughout the campground unless otherwise posted



# Let's talk MONEY!

- Campsites \$14,000
- T-Shirt Sales \$ 11,000
- Glasses Sales \$10,000
- Viewing Tickets \$6,000
- Sponsorships \$8,000
- Quilt Raffle \$2,000

*Ravenna* **\$2**  
*Eclipse Glasses*

Available for purchase here & at the Ravenna Chamber  
located at 318 Grand Ave, Ravenna, NE  
(one size fits all)

2017  
**SOLAR  
ECLIPSE**  
RAVENNA, NE



- Ravenna Song
- Vice News Documentary -  
<https://fb.watch/l2rjVB9WNH/>
- Marshmallow Challenge -  
<https://www.facebook.com/EclipseMarshmallowChallenge/>
- John Davis Endorsement -  
<https://youtu.be/7CpTxUYuRTw>
- Ravenna Eclipse Promo -  
<https://www.youtube.com/watch?v=pbGLowd5wOY>