

#### Volume 15 | Spring 2025

# **ST. LUKE'S PARTNERS WITH BLOOMBERG CONNECTS!**



Executive Director John Ericson and St. Luke's volunteers test the new self-guided tour using the Bloomberg app.

Mike Bloomberg, the former Mayor of New York City, had a memorable experience at the Metropolitan Museum of Art one day. During a behind-the-scenes tour, he was guided by some of the museum's most knowledgeable staff members. Inspired by this experience, he thought that everyone should have access to similar opportunities.

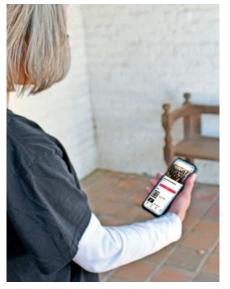
As a result, he created Bloomberg Connects, an App that connects users to 750 museums and cultural institutions, and growing! This app includes notable museums such as Monticello, the Chrysler St. Luke's staff members will provide audio and video content, offering a behind-the-scenes experience of the rich history of St. Luke's.

Experts from all over Hampton Roads and beyond will share their knowledge of the Colonial period and the role of the Church

of England during that time. The guide can be translated into more than 40 different languages. By using this guide,



Museum, and many others from across the United States and all around the world.



A new guide has been created for St. Luke's Historic Church & Museum! Now, you can either take a virtual tour from the comfort of your own home or visit us in person and use the guide, which will lead you to various stops on our grounds and inside the Church building.

A volunteer explores St. Luke's digital guide through the Bloomberg app.

you will have a more enriching experience than ever before!

Self-guided tours utilizing the Bloomberg guide will begin on April 17, 2025, with a cost of \$5 per person. You can access our guide directly using QR codes on your smartphone or tablet, or you can download the App from your app store.

> The welcome screen for St. Luke's digital guide.



(Continued on page 2.)

Mag

St. Luke's Partners with Bloomberg Connects! (Continued from front page.)

We

on

will

your

update the guide with

more information and

video content, allowing

your tour at St. Luke's to

be fully customized based

Whether you want a

20-minute or 90-minute

We are incredibly grateful

to the Bloomberg Connects

staff for their mentorship

in producing this guide

and helping us share

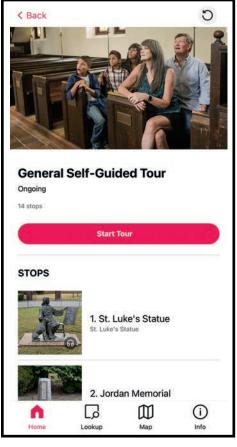
this news. All of this

has been possible at

tour, the choice is yours!

continually

preferences.



The self-guided tour landing page.

no cost to us through the Bloomberg Philanthropies. We hope you'll join us on or after April 17<sup>th</sup> for this exciting new experience!





Scan the QR code to download the Bloomberg Connects app. St. Luke's Historic Church & Museum will be live on the app beginning April 17<sup>th</sup>.

### Volunteer Spotlight: Jean Glover



When I joined St. Luke's, the first project assigned to me was "Out of the Ashes." I had no idea of the magnitude, and all the details involved in handling thousands of fragile and burned documents. I persevered and completed that project resulting in organizing and preserving those documents for future reference in the archives. I was then assigned to work on the remaining archives documentation and received the title of Archives Coordinator.

I have been privileged to discover so many interesting facts from St. Luke's history that the staff was not aware of and still have many more exciting things to discover. I remain fascinated by the wealth of information contained in the archives and the people who sustained the church during good and bad times. I hope to continue sorting through the remaining Archives project and then be assigned to work on other artifacts and projects that tie into preserving and protecting St. Luke's history.

In the spring of 2024, I was assigned to work with the Isle of Wight 4<sup>th</sup> graders on their annual field trip to St. Luke's. I assisted in the Archaeological dig where the students dug for 17<sup>th</sup> century artifact reproductions in the sandpit, cleaned and identified their finds, and learned about their meaning in 17<sup>th</sup> century colonial Virginia. With my extensive career in retail management, I have also been asked to give input and suggestions to help grow our business in the Old Brick Gift Shop to its maximum potential.

Being a volunteer has given me a greater love and appreciation for Historic St. Luke's, its history, and what it takes to maintain and preserve it. I also have a greater understanding of why St. Luke's historic church is revered as an American icon for its rich history beginning in the 1600s and continues to be nurtured by caring supporters and benefactors to this day.

I have learned a lot at St. Luke's and am privileged to contribute in a meaningful way to help St. Luke's grow into a stronger organization. I encourage you to join me through volunteerism to preserve, protect, and promote St. Luke's Historic Church, a National Shrine for future generations.

### Join Us in Making a Difference: Volunteer Today!

We are excited to announce our new partnership with Bloomberg Connects, which will change how we operate weekly at St. Luke's. For this, we need your help!



This may involve photography, creating onsite and digital exhibits, and inputting information into our collections software. Additionally, we need volunteers to help with our

If you are interested in volunteering as a Docent or Museum Assistant, we invite you to join us at St. Luke's for a free tour and conversation with our staff about how you can assist us as the first point of contact for our guests. Our self-guided tour mobile guide may require support for those who are less comfortable with technology. If you enjoy using apps, browsing the web, and

Cemetery Preservation Volunteers in the Ancient Cemetery behind St. Luke's Historic Church building.

enjoy using apps, browsing the web, and have a passion for history, we would love to hear from you.

If you prefer a behind-the-scenes role, we have opportunities for you as well! We are looking for individuals with experience in handling material culture (artifacts) to assist with our large collections. Archives projects and the genealogical research for our Isle of Wight/Newport Parish Genealogical Project.

Volunteers are also needed for our Field Trips program and special events throughout the year. Your time and talents can create a lasting impact in our community. Whether you can spare a few hours or a regular

commitment, every bit helps. If you are interested in serving, please contact us at Contact@stlukesmuseum.org to let us know how you would like to contribute.

Volunteers are the lifeblood of our Museum, and we would love to have you join our team!

## CALENDAR OF UPCOMING EVENTS













#### Virginia Handbell Consort Concert

#### Sunday, May 4, 2025 at 4:00 p.m. Free in-person event. Advance registration required.

The Virginia Handbell Consort, formed in 1996, is the first community handbell ensemble in Hampton Roads. Join us for "SwAY It With Music," a spring concert exploring emotions through music that celebrates peace, joy, and movement!

#### Sacred Spaces

#### Saturday, May 31, 2025 at 1:00 p.m. Free in-person event. Advance registration required.

St. Luke's is hosting an Open House in partnership with the Diocese of Southern Virginia of the Episcopal Church. On May 31<sup>st</sup>, we invite you to bring your memories, mementos, and photographs of places that are sacred to you, with a special focus on cherished moments at St. Luke's. Join us for this meaningful occasion, shared with our friends from the Diocese.

#### Summer Series Part I: Revolutionary Puritans

#### Wednesday, June 4, 2025 at 12:00 p.m. Free in-person event. Advance registration required.

Executive Director John Ericson will present the connection between the Puritan movement and the Road to Revolution. Was the American Revolution truly "Old Oliver's Cause?" Drinks and snacks will be provided.

#### Summer Series Part II: Revolutionary Minds

#### Wednesday, July 9, 2025 at 12:00 p.m. Free in-person event. Advance registration required.

The Enlightenment Philosophers – Locke, Rousseau, Sidney, Montesquieu, how did these 17<sup>th</sup> and 18<sup>th</sup> Century thinkers help pave the road to the Revolution? Executive Director, John Ericson will dive into the influence of the Enlightenment on Jefferson, Madison, Franklin, and other Revolutionary minds. Drinks and snacks will be provided.

#### Summer Series Part III: From Awakening to Secularism

#### Wednesday, August 6, 2025 at 12:00 p.m. Free in-person event. Advance registration required.

The first Great Awakening is often depicted as having a direct correlation to the American Revolution. However, many of those who crafted America's founding documents had a jaundiced view of such clerical figures as Jonathan Edwards. A counter-movement with a more secular bent is what followed that time of high spirituality and experiential religion. Executive Director, John Ericson examines the religious movement of the 1740s and its counter-movements in the following decades. Drinks and snacks will be provided.

#### 17<sup>th</sup> Century Living History Event

Saturday, September 6, 2025 from 9:30 am - 5:00 p.m. Sunday, September 7, 2025 from 11:00 am - 3:00 p.m.

#### Free in-person event. Advance registration required for Lectures and concert.

The 17<sup>th</sup> century was a time of violent upheaval and social unrest. St. Luke's Historic Church & Museum will explore these colonial conflicts in an upcoming living history event. Throughout the event, visitors can engage with period vendors, observe historical demonstrations, interact with reenactors, and enjoy period concerts. Additional details, including special presentations and the concert program, will be shared as the event approaches. Join us for this free event to learn more about the time before our nation's founding.

#### Witches in Colonial Virginia

#### Saturday, September 27, 2025 at 7:00 p.m. Free in-person event. Advance registration required. Wear your favorite witch costume to this event!

The witchcraft mania that swept through Salem, Massachusetts in 1692, while significant, has tended to overshadow the historical records of the persecutions of alleged witches in other colonies. Join us as Historian Carson Hudson explores the often-misunderstood subject of witchcraft persecution in early Virginia. Hudson offers insights into the beliefs, occurrences, and legal proceedings regarding witchcraft in early Colonial Virginia, separating historical fact from historical fiction. Beware! It's not exactly as Monty Python depicts it!

#### Twilight Cemetery Tour: Alcohol Free

#### Friday, October 17, 2025 at 6:00 p.m.

Registration required, in-person event. \$15 per person, 25 person limit.

They say "Dead men tell no tales," but that's not true! Come out and hear the stories of those buried in Virginia's oldest continuous cemetery at St. Luke's Historic Church & Museum. This is NOT a ghost tour but it might get a little spooky at times.

#### Twilight Cemetery Tours with Sly Clyde's Tasting

Friday, October 17, 2025 at 7:00 p.m., 8:00 p.m., and 9:00 p.m.

Registration required, in-person event. \$30 per person, 21+ Adults Only.

Enjoy a tasting from the local Sly Clyde's cidery, followed by a guided tour of St. Luke's ancient cemetery, where you'll hear stories about some of its most interesting characters. Proof of age (21 or older) required.

#### A Traditional English Holiday Concert

#### Saturday, December 6, 2025 at 1:00 p.m.

#### Free in-person event. Advance registration required.

Join us at St. Luke's Historic Church & Museum this holiday season for an afternoon of traditional English Christmas music! Tim and Judy Olbrych will present a special program featuring voice and lute. Selections include both familiar and lesser-known carols, broadside ballads, and solo pieces from the 16<sup>th</sup> and 17<sup>th</sup> centuries.

For ticketed events, advance ticket purchase is encouraged as spots are typically limited. For ticket information and purchase, please check out these events on our website at www.stlukesmuseum.org. Please contact Executive Director John Ericson via email, jericson@stlukesmuseum.org, with questions regarding lectures and events.

### **"BEHIND THE TOMBSTONES"** 3D MODELING AT ST. LUKE'S

By Emily Haney, Museum Educator

Many museums and historic sites are using 3D modeling to bring their collections to life in new and exciting ways. At St. Luke's, we're doing the same by using photogrammetry to create interactive 3D models of historic artifacts, the 1685 church building, and grave markers. Photogrammetry works by capturing hundreds (sometimes thousands) of overlapping photos and stitching them together using specialized software. The result is an interactive and detailed 3D model that can be viewed online.

This project is led by retired NASA Langley engineer Randy Regan. To date, he has used a combination of



3D model of St. Luke's. Created using thousands of drone and DSLR camera photographs.

cameras and drones to model the church building's exterior. He has also created models of artifacts like a wine glass seal, a thimble, a teapot, and grave markers within St. Luke's ancient cemetery. Future projects include mapping St. Luke's ancient cemetery and creating digital models of reenactors from past events. if the building's exterior sustains damage. Additionally, detailed models improve artifact documentation, helping the accuracy of cataloging and record-keeping.





3D models of wine glass seals found at Whitemarsh Plantation, Virginia. The photo on the left shows the Bridger family crest, while the photo on the right shows Hester Pitt-Bridger's initials.

In the coming months, we will be launching a Virtual Museum to display this work. Stay tuned for updates on our website and social media.

Why does this matter? This technology enhances education, conservation, and research efforts. It improves accessibility by allowing people to explore collections and historical sites online, making them available to those who cannot visit in person. At St. Luke's, it helps education staff share our collections more effectively with those interested. Many museums use this technology to monitor changes in buildings and artifacts over time. If an artifact damaged, previous models provide valuable documentation to aid in conservation. Likewise, a 3D model of St. Luke's will support repair efforts



3D model of the Bridger Tomb. Located within St. Luke's ancient cemetery.

If you have additional questions about these projects or wish to volunteer with this effort contact ehaney@stlukesmuseum.org.



#### **Cemetery Preservation Workshops**

| April | May | June | August | Sept. | Saturday, from 11 am to 1 pm                   |
|-------|-----|------|--------|-------|--|
| 26    | 24  | 21   | 23     | 20    | Free In-Person Workshop, Registration Required |

The Cemetery Preservation Workshop is a free program designed to educate volunteers on the necessary training needed to safely preserve and protect historic tombstones and markers. This program promotes engagement and preservation of the church cemetery through education and practical experience. Registration is required. Please visit our website and fill in the registration form to successfully reserve your spot: https://stlukesmuseum.org/cemetery-preservation-workshops Keep in mind that spots are limited and these workshops fill up quickly. These workshops may be subject to cancellation or change based on the weather forecast.

## GIVE TODAY TO SUPPORT OUR ANNUAL FUND!

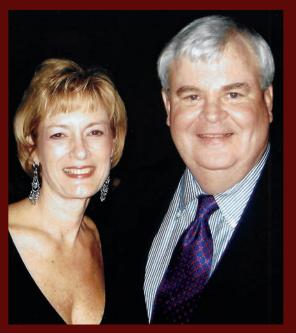
### Matching Gifts Campaign

Among our many generous donors are Bill and Barbara Hodsden. Bill is a former president and a member of the Board of Directors at St. Luke's. Each year, they contribute significantly to our Annual Fund, and this year is no exception. The Hodsdens have donated \$10,000 to the Fund and are inviting others to contribute as well, with the goal of matching their gift. Here's what Bill had to say about why he and Barbara are so committed to supporting our mission:

"Beautiful, iconic, historic and historically relevant, majestic, architecturally significant, a tangible bridge to our past, a time machine that compels visitors to imagine what our forefathers endured for their posterity, and a sacred building and grounds that have stood in silent witness to the birth and travails of a mighty nation. I think that you would agree that all of these are applicable descriptions of St. Luke's. However, the adjective that describes this national treasure best for me is, 'Important.' Barbara and I will always support St. Luke's is Important."

We hope you will consider making a donation to help us reach our goal for the Spring of 2025. We are excited about all the positive developments happening at St. Luke's, and we can only achieve these with your generosity.

Donations may be sent to St. Luke's Historic Church & Museum, 14477 Benn's Church Blvd. Smithfield VA 23430. Please write "Matching Gifts" in the memo section of your check.



Our great thanks to Bill and Barbara for their continued support and yours as well! We rely heavily on Annual Fund support in order to accomplish our preservation and education initiative goals, such as blog production, podcast series development, and the presentation of educational events. By supporting the Annual Fund, you allow us to use your donation in the area of greatest need.

The Tower Society is our financial leadership circle, made up of donors who give \$1,000 or more to the Annual Fund. Members of the Tower Society fulfill an important role in providing vital funds for the day-to-day operations at St. Luke's. This group makes up over half of our Annual Fund donations, making the most significant impact with their support.

To donate, please fill out the attached remittance envelope and mail it back to us, or donate online at **stlukesmuseum.org/donate**. This webpage also details the many giving options available, such as monthly sustained giving, donor advised funds, and stock transfers.

The Development Department works hard to ensure that your donations support the most critical parts of our operations. As a donor, you will receive quarterly updates detailing what St. Luke's is doing and how we are using your financial support to drive our mission of preservation, promotion, and protection. Donors also receive monthly emails with updates on upcoming events, blog posts, and more. **Give today to support our Annual Fund!** 

### TOWER SOCIETY GIVING LEVELS

Old Brick Church Council: \$5,000 + Chancel Circle: \$2,500 - \$4,999 Newport Parish: \$1,000 - \$2,499

Please contact John Ericson, Executive Director, for more information.

## **DIRECTOR'S NOTES**:



On November 25, 2024, I transitioned from the role of Education Coordinator to Executive Director. My journey at St. Luke's began in September of 2013 as a Docent, and since then, I have worked my way up from Museum Educator to Education Coordinator, and now, Executive Director. First and foremost, I want to say a word of thanks to our previous Executive

from Sunday worship to weddings, funerals, baptisms, and many other times that were important to the spiritual lives of the people of the Newport Parish and Isle of Wight Community. We want to invite you to share your memories, mementos, and photographs of places sacred to you and have a time to share. Look for more information on our website in the weeks to come.

The Bloomberg Connects guide will also be an area of profound

Executive Director and Site Historian, John Ericson.

Director, Todd Ballance, for his decade of service to this institution. Todd guided us into exciting new territory that will help St. Luke's continue to grow well into the future.

There will be some new areas of growth as well. On May 31, 2025, we will host an Open House in partnership with the Diocese of Southern Virginia of the Episcopal Church to talk about "Sacred Spaces." Our "Old Brick Church" has been the place of many sacred occasions

newness for our life together, enabling visitors to have an experience tailored to their needs and choices. We will continue to have exciting lectures, concerts, and other cultural experiences to welcome you at our site. I want to thank our incredibly talented staff and Board of Directors for their tireless work on behalf of St. Luke's and to all those who generously support our mission. We will continue to provide quality programming about our early American religious experience and the history of St. Luke's from its 17<sup>th</sup>-century origins to the present. Please contact me at any time with any questions, concerns, or ideas about how to further our mission.

John Ericson, St. Luke's Historic Church & Museum's Executive Director, looks forward to partnerships in fulfilling the mission of St. Luke's in the years to come. He can be reached at 757-357-3367. Email: jericson@stlukesmuseum.org

## ST. LUKE'S WELCOMES NEW SALES & SERVICES MANAGER: BRANDON RECTOR



Since the late 17<sup>th</sup> Century, Isle of Wight County has had one enduring location representing comfort and support throughout life's transitions, the Old Brick Church, also known as St. Luke's Historic Church & Museum. Untold numbers of families have exchanged wedding vows surrounded by the hallowed grounds of the cemetery and church building.

To continue that long tradition, we introduce our new Sales & Services Manager - Brandon Rector. "I moved to Coastal Virginia to celebrate the birth of my first grandson. While touring the beautiful grounds here at St. Luke's, I fell in love with its rich history as a historic National symbol and sacred site." Brandon has over 25 years of community outreach and ministerial experience. Originally from the Northwest, he became a community leader in Spokane, Washington, and Coeur d'Alene, Idaho. Brandon is passionate about senior services and non-profit development as they face the challenges of growth and community development.

"I look forward to continuing our community relationships and quality service to preserve, promote, and protect St. Luke's Historic Church, Museum, and its surrounding cemetery and grounds."

If you have any questions, please stop by St. Luke's or call us at 757-357-3367, extension 1, or email Brandon at brector@ stlukesmuseum.org.

## LEAP INTO SPRING: PLAN YOUR SPECIAL GATHERING WITH US

We have celebrated the new beginnings of several couples at St. Luke's Historic Church this past fall and winter of 2024-25. Families traveled to us from as far away as California and the Midwest to attend private ceremonies and explore downtown Smithfield and the Coastal Virginia region.

As spring arrives, we want to remind you that our venue fills up quickly for private events and weddings. If you have a special event you would like to host here at our beautiful church, please contact us!

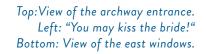
We have hosted a variety of unique gatherings, including Shakespeare groups and musical and lecture-related events, accommodating groups of up to 100 people. If your event requires a tent or additional rental equipment, we can refer you to our trusted partners to ensure its success.

Our rental packages start at \$500 for a 1.5-hour block and go up to \$3,500 for a complete wedding package, which includes exclusive access beyond our regular operating hours.





If you have any questions, please stop by St. Luke's or call us at 757-357-3367, extension 2, or email Brandon at brector@ stlukesmuseum.org.





### **END OF LIFE PLANNING**

Pre-Need or At-Need – We are here to assist you through all of life's challenges. Our enduring history as a sacred site for generations of loved ones has stood the test of time. You are truly a part of history and included in the St. Luke's family when you reserve a spot in one of our cemeteries, columbarium, and memorial gardens. As our website states:

"Today, the hallowed grounds give witness to lives and memories of generations past. All are welcome to tour our grounds, walk the serene landscape, and enjoy the peaceful natural environment. Many come to visit loved ones and ancestors. The carefully maintained cemetery is a testament to our pledge of perpetual care – that we will always care for this place. Our rich history spans four centuries. Yet, our history is not complete. We may be Virginia's Oldest Cemetery, but there remains room for you to "Become Part of History."

We are honored to serve and assist families with the difficult and often bewildering concerns when a loved one passes or even offer solutions for end-of-life planning. Recently, Brandon officiated a funeral and spoke on the topic of grief. During the service, he used the word G.R.I.E.F as an Acronym - "an abbreviation formed from the initial letters of other words and pronounced as a word."

#### GRACE

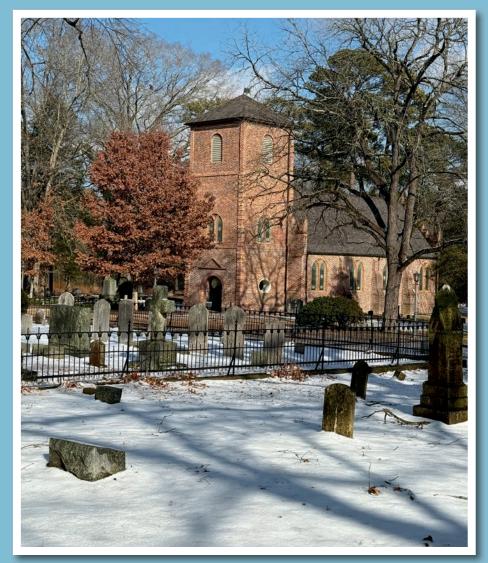
Remember this moment either expected or not, will take time to heal and eventually can give birth to greater understanding.

#### REST

Peace, rest, and refreshment are necessary to move forward and help yourself and others to recover.

#### **INTROSPECTION**

Allow the voices, memories, and special moments shared to examine yourself and your feelings and express them (in writing or with a trusted friend/counselor).



View of the Church building from Glebe Hill.

#### EMPATHY

Allow space for family or others experiencing the process of grieving (denial, anger, sadness, etc.)

#### FORGIVENESS

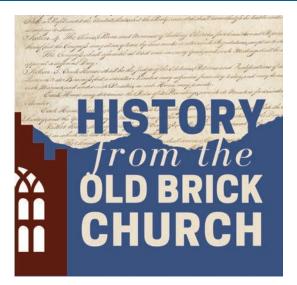
Finally, release any unforgiveness towards yourself or others and walk away from any feelings or actions that might create negativity.

If you or a loved one have any questions, or concerns or just need information about our cemetery, services, and historical site, please contact us at 757-357-3367, extension 1, or email Brandon at brector@stlukesmuseum.org.

### **SEMI-ANNUAL CEMETERY CLEAN-UP**

In order to maintain the beautiful aesthetic of the cemetery, St. Luke's Historic Church & Museum staff remove all flowers and decorations twice a year. Those dates are the **Second Monday in January** and the **First Monday in August.** If you would like to preserve a specific arrangement, please remove that arrangement by the day before and return the day after the clean-up day. All arrangements in the cemetery on the day of the clean-up will be removed.

For more information contact Brandon Rector, Sales & Services Manager at 757.357.3367, ext. 1 or brector@stlukesmuseum.org



### TUNE IN TO THE ST. LUKE'S PODCAST!

Remember to listen to "History from the Old Brick Church," available on all major podcasting platforms. With 24 episodes exploring topics like religious freedom, Bacon's Rebellion, and Indigenous people, there is sure to be something you can dive into!

### **Old Brick Gift Shop Reopening and Refresh**

Our gift shop has been refreshed and reorganized, featuring unique gifts, souvenirs, and a new clearance section with specially priced items. We're also introducing a "Kids' Corner" and a cabinet for seasonal artifacts that will appeal to global visitors. As part of our reopening celebration, we are launching the *17<sup>th</sup> Century Treasury Collection*, available for bidding beginning April 1, 2025. This collection includes ceramic reproductions, historical documents, coins, gifts, and our popular t-shirts. Stop by the gift shop during regular business hours to view and bid on this incredible piece of history. All funds will go toward the Gift Shop's continued update.



Call or email Brandon Rector for more information at 757-357-3367 or brector@stlukesmuseum.org.



Non-Profit Organization U.S. Postage **PAID** Norfolk, VA Permit #287

#### 1 Piece Pewter Button with Floral Design



Smithfield, VA 23430

This pewter button was archaeologically recovered at Whitemarsh Plantation. It likely belonged to the Bridger family, who lived there in the 17<sup>th</sup> century. Buttons like this were commonly used to fasten clothing and as decorative accessories and were even silver. Discoveries

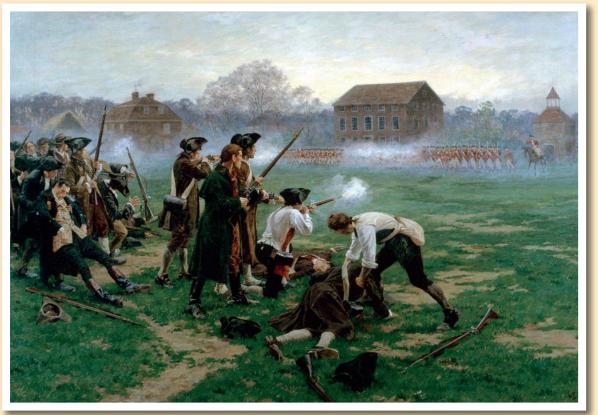
often cast from lead, pewter, tin, or even silver. Discoveries like this provide insight into the clothing and daily life of those who lived in colonial Virginia.

Museum tours and gift shop are available Thursday through Saturday, 9:30-5 pm. Administrative offices open during normal business hours by appointment only. Cemetery and grounds are open daily from sunrise to sunset. Learn more at www.stlukesmuseum.org, email us at contact@stlukesmuseum.org, or call 757-357-3367.

## **ST. LUKE'S AND VIRGINIA 250**

On April 19, 2025, the United States will commemorate the 250<sup>th</sup> anniversary of the "shot fired round the world," at the battles of Concord and Lexington beginning the American Revolution.

Did you know that the Newport Parish had two patriot clergy? One was Henry John Burgess who served from 1770-1776 who was a member of the Isle of Wight Committee on Safety, and William Hubbard, who served from 1776 until he died in 1802. We also had a loyalist clergyman by the name of William Duncan who served briefly in between Rev Burgess and Rev Hubbard. He was removed for his failure to abjure his loyalty to King George III.



In commemoration of VA250, St. Luke's will be hosting events that will discuss the

William Barnes Wollen, The Battle of Lexington, 1910, oil on canvas, National Army Museum, London.

17<sup>th</sup> century influences on the Revolution. See our Calendar of Events concerning our Summer Series and our 17<sup>th</sup> Century Living History Event for more about these presentations. We will also tell stories through our social media posts, blogs, and our "History from the Old Brick Church" Podcast. We'll have a special podcast that we



will post a few days ahead of the anniversary date of April 19, 2025.

We thank the VA250 Commission for all of their work in highlighting these important events and for advertising our events on their website.