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THE TRIPLE DOG DARE LIVES ON

Creative office team sticks their tongues to pole

(DECEMBER 18, 2014, CLEVELAND, OHIO) The team at Impact Communications, a multimedia production company, wanted to do something different for their digital holiday greeting this year. So *they put their heads together and decided to stick their tongues to a pole* in Cleveland's Warehouse District. It's part of a holiday video they shot in early December.



Impact gets creative for clients year-round and when it comes to their yearly holiday greeting, they like to play, this time paying homage to the international classic, *A Christmas Story*. Impact took on the triple dog dare and ended up with several employees' tongues stuck to a pole for the climax of this comedic holiday greeting.

Says Irene Majer, VP, Creative Services, "Our team wanted to do something different than the standard email greeting. We believe in production value and we also like to break away and celebrate all of the hard work we do as a team. The production of this year's holiday greeting is one of those 'break away' moments."

Headquartered in Cleveland, the home of *A Christmas Story*, Impact Communications thrives behind-the-scenes producing videos, corporate meetings, websites, museum exhibits, multimedia and motion graphics for clients such as The Rock and Roll Hall of Fame, Kay Jewelers, The USS Midway Museum and many more. Celebrating their 35th anniversary in 2014, the Impact team has found satisfaction in knowing that their work is being used to train, educate, enlighten and entertain public and corporate audiences throughout the United States and around the globe.

See the greeting at <https://www.youtube.com/watch?v=UkFpiJE9g>.

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