



Entry Kit

Thank you for entering the second Cascadia Creative Awards. We're building a new Pacific Northwest Creative Tradition, and we look forward to celebrating with you in Portland on Thursday, June 5th.

This kit allows you to set your entries up in advance of entering them into the entry system. You can also see the specific awards below.

Most of the information you need [can be found on this page](#). However, we're reminding you of a few key things:

- **Entry deadlines:** March 28, 2025 (first deadline) and April 25, 2024 (final deadline, adds \$40 per entry)
- **Eligibility:** Submissions are accepted ONLY for work produced by and/or for a Pacific Northwest-based company and presented to the public in the 2024 and 2025 calendar years. New work may be entered.
- **Fees (*ThinkNW members receive one free entry and 25% off all other entries. Members must email us first to get their bespoke discount codes for free and/or paid entries*):**
 - Up to March 28th: \$259 per entry
 - March 29th to April 11th: \$289 per entry
- **Category Helper:** You can send us some basic information about your work and we'll suggest which categories and awards are most suitable. [Please click here](#) and answer a few short questions.
- **Questions?** [Hit us up](#).

Entry Kit

Below, you'll find all of the fields needed for your entry/entries.

Agency (including in-house)

This is the name of the place you work—whether or not you call it an agency. If you are not an agency, please put your company name here.

City of Hillsboro, Oregon

Client

This is the organization's name that paid/hired to create the work. This could be a brand, a nonprofit, a startup or any type of company.

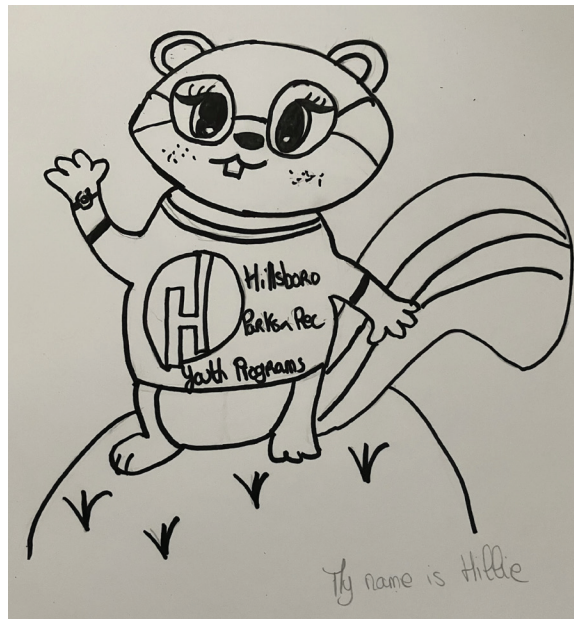
City of Hillsboro, Oregon

Description: A brief description of this work and the creative idea

*Please provide a brief description of this work and the creative idea. **Max 600-character limit.***

Create early childhood coloring pages featuring an animal mascot doing different activities throughout the City — enjoying nature, doing art, reading, and playing — and highlight different facilities our families can enjoy. Goal was to create lifetime Parks & Recreation enthusiasts. Include information about the Hillsboro Early Childhood Programs, logo, and url. Planning on 8 coloring pages. A Parks & Rec employee sketched out a rough draft of the mascot nicknamed "Hilly."

Document attached to brief:



The Brief: What were the main challenges? What were the key objectives?

Tell us about the brief. What were the main challenges? What were the key objectives? Please include any other background information that helps judges better understand the starting point.

Max 600-character limit.

The goal of this project evolved to create an engaging early childhood coloring book featuring a squirrel mascot, participating in various activities around Hillsboro. These activities were designed to reflect the city's early childhood programs and encourage young children to explore and learn. The book also needed to include branding elements like the Hillsboro Early Childhood Programs logo and website.

The primary objectives were to:

- Create a high-quality, age-appropriate coloring book to promote early childhood programs.
- Develop a visually appealing mascot that resonates with young children.
- Incorporate educational and recreational themes in a fun, interactive format.
- Ensure the final product effectively represents the city's branding and messaging.

One key challenge was developing a cohesive and visually appealing character design, as only a rough sketch was initially available. Initially it was unclear what kind of animal this was. Squirrel, raccoon, beaver? I went with squirrel instead of a hybrid animal. That way, if in the future, we want to bring this mascot to life to visit at events, it would be easier to obtain an animal costume rather than getting a custom creature created.

Starting as just coloring pages, the Public Information Officer was so pleased with my work that she decided to make it into a coloring book with full cover glossy front and back covers. This brought a new challenge as I initially created Hilda as black and white line drawings, so I needed to bring her to full color and add a nature themed background.

Ensuring that the illustrations were both fun and age-appropriate while still representing Hillsboro's diverse recreational opportunities was another consideration. Additionally, balancing engaging visuals with important program information within an 12-page coloring book format required careful planning.

This project was an innovative way to connect with families and encourage participation in Hillsboro's early childhood programs through a creative, interactive medium.

Solution + Results: How did you solve the brief? What were the top three results?

How did you solve the brief? What were the top three results that demonstrated success? Data is great, but don't forget qualitative as well. **Max 600-character limit.**

To bring this character to life, I dubbed her "Hilda, the Hillsboro Parks & Recreation Adventure Squirrel." I choose 8 activities at 8 specific City locations including a park, community center, swimming pool, cultural arts center, and more. I refined the character design as a squirrel and developed eight engaging coloring pages showcasing these activities with minimal text as our target audience is ages 0 to 5, early readers. I choose a bubble font to allow for more coloring and decorating, as well as letter recognition.

The book was thoughtfully structured to balance interactive fun with program information. The full-color covers made it visually appealing and included our logo and the link to Early Childhood Programs. The inside cover includes a biography of Hilda and a checklist that kids can complete with their parents by visiting Hillsboro locations. The inside back cover includes a summary of Hillsboro's Early Childhood Programs and a photo of real toddlers playing at one of our events, appearing to be running after Hilda.

Top three results:

1. High Engagement: Families and early childhood educators praised the book as a fun, effective way to introduce young children to Hillsboro's programs. Program registration has increased since the book's release!
2. Strong Brand Connection: The book reinforced awareness of the city's early childhood offerings, with the logo and website seamlessly integrated.
3. Positive Community Response: We routinely restock the coloring books at our multiple locations, indicating a positive community response making Hilda a memorable ambassador for early learning in Hillsboro.

Context: Are there any specific cultural/regional/local references that are important for judges to understand?

*Some of our judges are from overseas markets. Are there any specific cultural/regional/local references that are important for judges to understand? **Max 600-character limit.***

Explanations to the Hillsboro references in the coloring book:

Oro the Friendly Forest Giant is the main feature at our inclusive playground, Hidden Creek Park West. NovelBranch is a library book vending machine located at our community center. Griffin Oaks Park has many features including soccer fields. Walters Cultural Arts Center offers classes and performances. SHARC is our recreational swimming pool. Outdoors In is our indoor playground, crucial for PNW weather. Tyson Recreation Center offers early education classes. Jackson Bottom Wetlands Preserve has a learning center, walking trails, and offers classes and camps.

AI Usage: Was any AI used in this project?

*Was any AI used in this project? If yes, please highlight the specific tools used and if AI generated any parts of the final execution. If not, please indicate N/A. **Max 600-character limit.***

I used ChatGPT to finalize my biography of Hilda on the inside front cover. I wrote the facts I wanted to include and then asked the program to polish up the delivery.

Trigger Warning

Is there anything in this work that could be difficult for someone to watch/hear/engage with? If so, please let us know. This is a Yes/No/Maybe question. We'll be in touch if you choose "yes" or "maybe."

No

Meet Hilda!

Hillsboro Parks & Recreation Adventure Squirrel



Coloring Book for Ages 0 to 5

[Hillsboro-Oregon.gov/EarlyChildhood](https://hillsboro-oregon.gov/EarlyChildhood)



Hillsboro

Parks & Recreation



Meet Hilda the Adventure Squirrel!

Hilda is a three-year-old red squirrel who lives in Hillsboro, Oregon.

She loves riding her tiny bike on her favorite trails at Noble Woods Park, making colorful art, and reading fun stories.

Hilda is always learning new things at the community center, like how to bake or do yoga!

Her favorite snack is hazelnuts with marionberry syrup, and she's always excited to meet new friends.

Hilda is the mascot for Hillsboro Parks & Recreation's early childhood activities and can't wait to play and learn with you!

HILDA'S CHECKLIST

Hilda can do it — so can YOU!

- ☐ Play at a playground, like Hidden Creek Park West
- ☐ Check out a book at the NovelBranch™ at Hidden Creek Community Center
- ☐ Kick, throw, or hit a ball at a park
- ☐ Visit Walters Cultural Arts Center
- ☐ Go for a swim or take swim lessons at SHARC
- ☐ Play at Outdoors In
- ☐ Learn something at Tyson Recreation Center
- ☐ Explore nature at Jackson Bottom Wetlands Preserve

I play with Oro, the Friendly Forest Giant!



Discover

I check out books at the NovelBranch™
at Hidden Creek Community Center!



Read

I play soccer at Griffin Oaks Park!



Play

I take art classes at
Walters Cultural Arts Center!



Create

I love swimming at SHARC!



Splash

I ride a bike at Outdoors In!



Exercise

I learn new things at
Tyson Recreation Center!



Learn

I explore nature at Jackson Bottom
Wetlands Preserve!



ABOUT PARKS & RECREATION EARLY CHILDHOOD ACTIVITIES

Hillsboro Parks & Recreation offers a wide range of preschool programs that promote safe, age-appropriate learning to help young children prepare for kindergarten and beyond.

Early Childhood activities offer more than just play time!

- Build vocabulary and social skills through interactive story time
- Develop gross motor skills through dance, soccer, and basketball
- Strengthen fine motor skills by painting, sewing, and exploring textures
- Broaden creativity and imagination in sensory play

Learn. Explore. Play. Grow.



Enriching Programs for Ages 0 to 5

Hillsboro-Oregon.gov/EarlyChildhood



Hillsboro

Parks & Recreation