



## Active Ambassadors Program

Do you love working in Carlsbad and living in Southern California? Do you use social media to connect with your friends, family and professional network? Then come be an ambassador for the city! Carlsbad's Life in Action® talent attraction campaign needs your help to show people outside the San Diego region what great opportunities there are in our city's high tech industries. You can help us highlight how employees in Carlsbad work in global companies that change lives, and can be equally committed to their personal pursuits while taking advantage of an active lifestyle year-round.

### ***What is an Active Ambassador?***

An Active Ambassador is someone who works in Carlsbad and enjoys the amenities, natural and cultural environment the city has to offer. They are people who want to share their Life in Action®. Your job activates your career goals and our community allows you to pursue your life goals. We would like you to share your stories and experiences through your active social media accounts: Facebook, Twitter, LinkedIn and Instagram.

### ***What is expected of me as an Active Ambassador?***

We would like to develop a profile of you for the Life in Action® website ([www.CarlsbadLifeInAction.com](http://www.CarlsbadLifeInAction.com)), which may also include a video. You would allow us to use your story to promote the Life in Action brand® (this includes signing a photography and video release). When you're engaged in active or cultural activities such as hiking, biking, surfing, dining at a local eatery or attending a community/cultural event, you would share your experiences over social media using the hashtag, #LifeInAction and tagging Carlsbad's Life in Action® handles.

### ***What's in it for me?***

First and foremost, you'll help to ensure that Carlsbad businesses have the skilled workforce we need to continue to thrive. On top of that, you'll receive branded Life in Action® gear to help you fulfill the brand promise of an enriching career and personal life. A profile of you will be posted on the Life in Action website. We will host events where you can get together and meet other Active Ambassadors and deepen your professional connections within the Carlsbad community. You will get any photos and videos that feature you for personal use. You will also have the opportunity to share ideas with the city about programs to help grow the Active Ambassadors program and stay connected.

If you are interested in being an Active Ambassador, please contact Joe Stewart, Economic Development Management Analyst at [Joe.Stewart@carlsbadca.gov](mailto:Joe.Stewart@carlsbadca.gov) or 760-602-4620.