

For the week of:

**02 | 03 | 20**

*On This Day...*



**MONDAY 2/03**

Today we commemorate "*The Day The Music Died.*" Rock & Roll musicians Buddy Holly, Ritchie Valens and J.P. Richardson were killed in an aviation accident 61 years ago today in Iowa.

**TUESDAY 2/04**

*Thank A Mail Carrier Day!* Take a moment to learn their name and express your thanks with a nice post card and maybe a small token of appreciation, like a giftcard to Starbucks for a warm drink on those cold days.

**WEDNESDAY 2/05**

In 1953 the beloved Disney classic *Peter Pan* premiered at the Roxy Theatre in New York City. It was based on the play *Peter Pan, or The Boy Who Wouldn't Grow Up* by J.M. Barrie.

**THURSDAY 2/06**

With a vast variety of flavors, there's sure to be one out there for you. Eat it plain, or add toppings such as fruit, nuts, or syrups, *Happy National Frozen Yogurt Day!* Pull the lever at your favorite frozen yogurt shop today to celebrate!

**FRIDAY 2/07**

In honor of Heart Month, *National Wear Red Day* takes place today. Show your support by wearing red to help raise awareness of heart disease, as it is the leading cause of death.

**DID YOU KNOW?:**

- The average price of a 30-second commercial in last year's Super Bowl increased by three percent to **\$4.51 million**. It's the second-highest rate ever charged for the games and the costliest advertising time on television by far.
- Lyft (LYFT) is laying off about **90** staffers as part of a restructuring as the business works to prove it can be profitable, the company confirmed to CNN Business this past Wednesday.
- Fox Business reports that nearly **three in four** millennials said they were putting away money, a 10-percentage-point increase from two years ago. Roughly a quarter of millennials have stored away **\$100,000**, up from 8 percent in 2015 and 16 percent in 2018.

**IN OTHER WORDS...**

"The point of your life is to point to Him. Whatever you are doing, God wants to be glorified, because this whole thing is His."

– **Francis Chan**

"Being a Christian is more than just an instantaneous conversion—it is a daily process whereby you grow to be more and more like Christ."

– **Billy Graham**

**Weekly Verse**

For the Lord disciplines the one He loves, and chastises every son whom he receives.

It is for discipline that you have to endure. God is treating you as sons. For what son is there whom his father does not discipline.

Hebrews 12: 6-7 (NIV)

**Word of the Week:**

**Chasten**-to discipline for the purpose of making better.

**5 Things to Keep in Mind for NRB 2020**

NRB 2020 is quickly approaching ... so here are 5 quick suggestions to help you get ready for another great convention experience:

1. *Prepare*
2. *Build*
3. *Engage*
4. *Linger*
5. *Pay it Forward*

To read the full blog by Media Strategist Lee Ann Jackson, visit our website and search NRB 2020.

