

# #Pick thePike

## What is #PickthePike?

An audacious, grass roots campaign to show Marriott ... and other businesses ... why they should choose the dynamic, convenient Pike District for their headquarters.

## Who leads this campaign?

Friends of White Flint, a nonprofit organization composed of residents, businesses, and property owners of the White Flint area who are working together to transform the Pike District into a walkable, transit-friendly, vibrant community.

It is truly unique to find all segments of a community working together to encourage Marriott to Pick the Pike District.

## What is planned for the future?

- A social media campaign #PickthePike that gives people and businesses the chance to show through photos and videos why they picked the Pike District.
- Special tours of the Pike District for Marriott decision-makers, county and state government officials, Marriott employees, and other stakeholders.
- Happy hours and other fun events that showcase the Pike District
- #PickthePike Day

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Friends of White Flint



@White\_Flint

## Why you and your company should #PickthePike District

- Abundant transit options, including metro stations, the future rapid transit system, and a new road system grid.
- Dozens of unique restaurants, exclusive entertainment options, fashionable shops, luxury gyms, and deluxe hotels.
- Apartments, condos, townhouses, and single family homes just a walk away from work or fun.
- Wonderful parks, green spaces, and bike trails.
- A welcoming, diverse community.
- Many lively mixed-used developments which will soon grace both sides of a reimagined Route 355 grand boulevard.
- Multiple sites that are perfect for a large or small corporate headquarters.

Friends of  
White Flint