

Carol Fox and Associates Client: Clue: A Walking Mystery

108 N State St, Chicago, IL 60602



Description: An immersive walking murder mystery game, based on the board game, that took players to multiple locations searching for clues in downtown Chicago.



My involvement: I was given a press release and instructed to use the details to promote the experience. I promoted the game on websites such as Patch, Do312, Choose Chicago, and Chicago Parent. I also dressed as Clue Character Mrs. White and appeared on Fox 32 morning news along with other members of the PR team in costume, promoting the event through role-playing and an interview with the event management.