

3Seed's Sticky Summer started with a simple, nostalgic retro sticker machine that had the potential to spark joy while making a meaningful impact. At 3Seed, we saw an opportunity to blend creativity, community, and purpose into one small but powerful initiative. What began as a playful summer concept quickly evolved into a collaborative effort to support children and families affected by cancer.

Once the idea was hatched, our team jumped straight into the creative process. We designed a collection of fun, eye-catching stickers that captured the spirit of summer and the personality of the 3Seed brand. Each design was created to feel collectible, shareable, and just a little bit nostalgic, encouraging people to stop, smile, and engage.

From there, we reached out to our network of retail clients and partners throughout the Lehigh Valley. Their enthusiasm turned the idea into a community-wide effort, with the sticker machine spending a week at each location. Customers could participate simply by pushing five quarters through the slot. Every sticker purchased became a small act of giving, transforming everyday foot traffic into tangible support for a greater cause. The result was a campaign that proved big impact doesn't always require a big budget. Through Sticky Summer, we raised more than \$500 for the Pediatric Cancer Foundation of the Lehigh Valley. More importantly, we helped raise awareness, start conversations, and remind people that creativity can be an inspiring force for good. Sticky Summer wasn't just about the stickers. It was about connection, generosity, and showing how

