

1974



2024

The Woodlands®

CELEBRATING 50 YEARS

The Woodlands



The Vision

In the late 1960s and early 1970s, George Mitchell began developing plans for a new hometown called, The Woodlands. It was a vision of an all-encompassing, integrated community where residents could live, work, play, learn and pray among a natural forested and preserved environment.

Almost 50 years later, The Woodlands is thriving and has been ranked the #1 Community of Live in America in 2021 and 2022 and are looking toward our future.

50th Celebration

October 2023

- Kick-Off Announcement Event, hosted by The Howard Hughes Corporation

October 2024

- Community Celebration Events
- Details to be announced



Monthly Content Calendar

2023

- October – Overall History with Vision, Master Planning
- November – Month of Giving Thanks; Giving Community
- December – Celebrating the Holidays and Culture

2024

- January – Sustainability/Environment
- February – World-Renowned Healthcare
- March – Commercial/Business Contributions and Tourism
- April – Honoring the Arts & Events
- May – Public Safety/Fire Department
- June – Nature/Parks/Trails/Open Green Space
- July – TW Town Center, The Waterway, Public/Private Partnerships and Recreation
- August – Education
- September – The Woodlands Township/Montgomery County Governance and Villages
- October – Month of Celebration
- November - Future of The Woodlands
- December - Giving Back



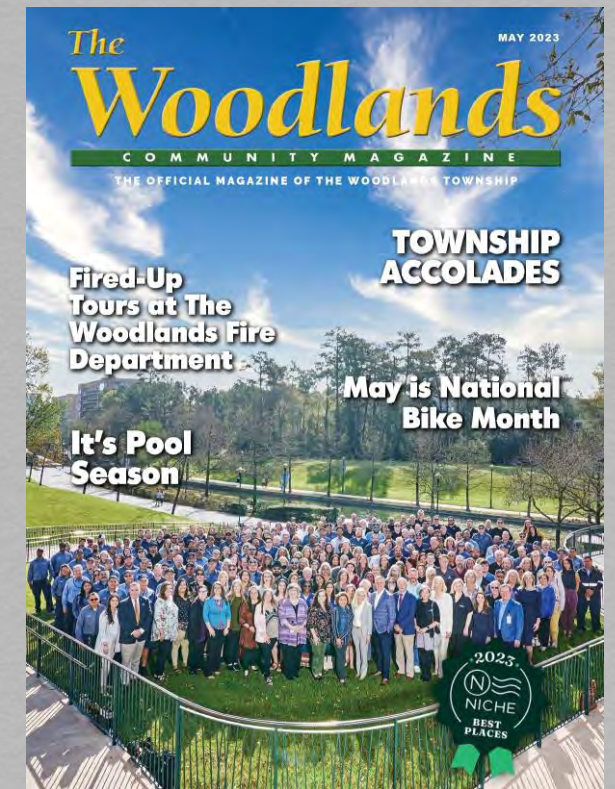
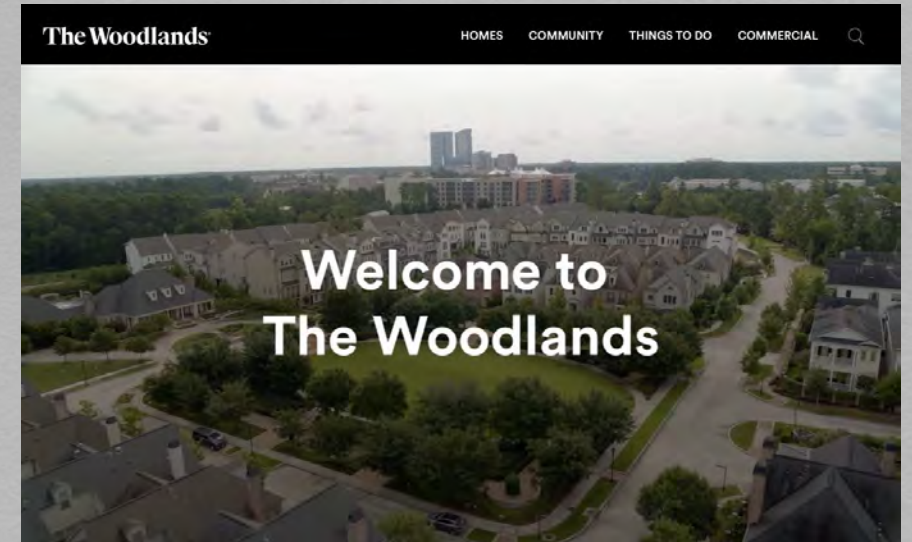
Monthly Content

Coordination of Content and Themes

- Howard Hughes Corporation
- The Woodlands Township

Promotional Platforms

- Howard Hughes Corporation – social, newsletters, blogs, website, PR
- The Woodlands Township – TW Community Magazine, website PR, social, blogs, e-newsletters

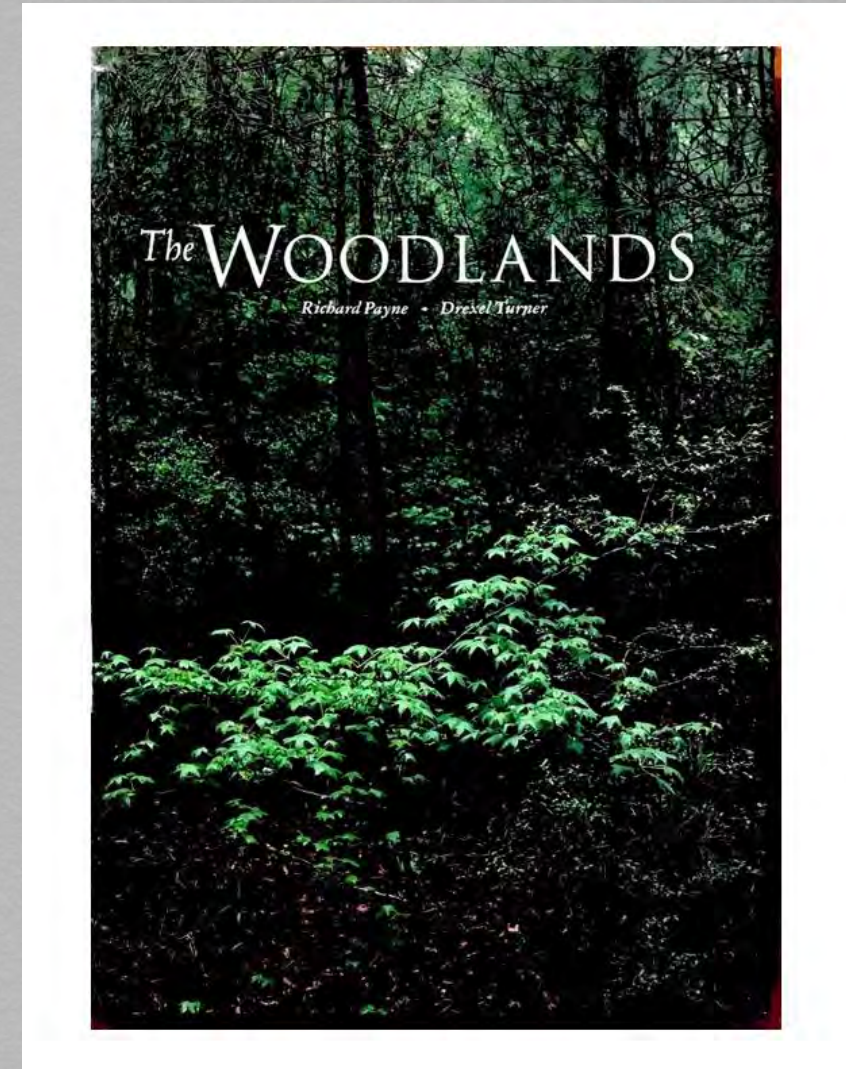


Light Pole Banners



The Woodlands Photo Book

- Opportunity for residents to submit photos to capture The Woodlands today
- Photo categories to be created
- Selected photos will be featured in a photo book
- More details to come



50th Anniversary Celebration

The Woodlands Township -- financial and planning resources

Sponsors

- Founder – Howard Hughes Corporation
- Legacy – Woodforest National Bank
- Heritage – Waste Connections Inc.
- Gold – Entergy Texas, Houston Methodist The Woodlands Hospital
- Silver – SVN|J Beard Real Estate
- Bronze – Lone Star College System, The Strong Firm, St. Luke's Health / The Woodlands, Wright Business Technologies, Inc., IAS Wealth Management, Winstead PC, Memorial Hermann The Woodlands Medical Center

