

**2024 Swallows Day Parade**  
**Social Media Copy (Facebook static ads)**  
**1200 x 628**

Sweepstakes ad copy

Primary text:

Enter our online sweepstakes for a chance to win Metrolink tickets to the Swallows Day Parade and Mercado on Saturday March 23rd in San Juan Capistrano.

Headline:

Enter now for a chance to win Metrolink tickets

Call to Action

ENTER NOW

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Non-sweepstakes ad copy

Primary text:

Skip traffic and parking hassles and ride Metrolink to the Swallows Day Parade and Mercado on Saturday March 23rd. Arrive relaxed and ready to watch the parade and explore San Juan Capistrano.

Headline:

Skip traffic and parking, take Metrolink to the parade!

Call to Action

LEARN MORE