

The Mix



#BE MADISON

Ever have an “only in Madison” moment—an experience so quintessential that it simply couldn’t happen anywhere else? Those quirky, cool and utterly local occurrences are at the crux of #BeMadison, a new online campaign that aims to tell the story of the city. Enjoying a craft brew or a local foodie find? Biking around or lounging by a lake? Discovering a gem in Madison’s art, style or tech scene? Snap a photo, share it on Instagram with the tag #BeMadison and your post will become part of bemadison.com, an ever-changing, crowdsourced, visual chronicle of our evolving hometown. – **KATIE VAUGHN**