



April 5, 2011

Mr. Tony Selinger
Town Planner Community Marketing
222 2nd St SE
Minneapolis, MN 55414

Dear Tony,

I am happy to share my thoughts after advertising as a sponsor of the Town Planner Community Calendar for three years so far. I've said no to countless advertising options, but this approach was a no-brainer for connecting with the families in my community. In fact, Town Planner is all about the local community and that is what initially appealed to me so much. I appreciate your straight-forward approach, and your publication has continued to deliver what you promised- great local photos, all of the community events, school info, deals... so many reasons for people to keep it!

Now, down to business. I love the local branding, but I also pay attention to the sales results. We see coupons all the time, as in every day. It brings people in the door and the offers allow me to still profitably sell my products, as opposed to a deep discount online offer. In addition, people tend to purchase additional items or bring someone else along and that increases the results further.

I've recommended Town Planner to other business owners in the past and I will do it again. I tell new business owners opening in my area that they will be bombarded with advertising options, and if they want to do just one local marketing piece they should choose Town Planner. That said, I happily commit to my fourth year of sponsoring Town Planner.

Sincerely,

Carrie Erickson, Owner
Dunn Bros Coffee
2814 West 43rd St in Linden Hills
& West 50th St / Xerxes Ave
Minneapolis
612-925-5669

