



We just renewed our Town Planner sponsorship and wanted to provide some brief feedback.

The Lion's Den serves breakfast and lunch at our Fishertown, PA location. We feature homemade items and specialty coffees, and offer free delivery within a 5-6 mile radius. We initially chose to advertise in the Town Planner because it is direct mailed to homes in Bedford County. The local photos, events, coupons and useful information assure it is hung up and used! The Town Planner website and weekly email newsletter also gives us the opportunity to extend our message and remind more people about our dining options.

We chose to do a coupon as a way to offer an incentive for new diners and as a reward for existing diners, while measuring the impact of our advertising. We were not disappointed. Our coupon program is very successful. We receive both print and website coupons every week from existing customers, as well as new customers!

I would recommend the Town Planner program to any business looking to increase their business.

*Jamie Lohr*

Jamie Lohr, Owner  
Lions Den Café

