

To whom it may concern,

We have used the Town Planner Community calendars to promote our Western Festival for several years now, and will continue to do so. We have found that the Calendar gives us personal contact with the community we don't get with mass media.

In retrospect and most importantly, the goal of advertising in the mass media for our business is to get our event on the calendar, and the Town Planner does just that, effectively and is much more affordable!!!

It is extremely effective, and the response from our ads, coupons, photo, and the community, has been excellent!

Joyce Carter is a very energetic & coordinated individual, knows our needs and gets it done.

I highly recommend the Town Planner Calendars, and if you would like to speak with me, I am available.

Ken Johnston  
President  
916-761-2525

