



2/13/20

To Whom It May Concern,

I have been a sponsor of the Town Planner community calendars for at least twenty years consecutively.

I am the owner and shoe guru at Vertical Runner. We participate in multiple Town Planner editions surrounding two of our locations because it works!

We have received a good coupon response over the years which is why we continue to participate in this community publication for so long. If we were not getting a good response there would be plenty of other places to invest our ad dollars in but we continue to participate in Town Planner year after year.

The interesting development of late is the increasing number of online coupons we are also now getting. Probably at least three times per month a customer presents me with their mobile phone asking to redeem a \$10 Off Town Planner online coupon on a new pair of shoes other outdoor merchandise.

We happily accept both the print and online coupons and plan to include the new Snap n Go icon on our 2021 coupons as this icon will encourage both redemption and sharing. Nice work Town Planner. Keep on running!

Regards,

Vince Rucci

