



Thanks for the opportunity to promote our restaurant in the Town Planner Calendar. We were initially attracted to the calendar due to the fact that it is direct mailed and because it is a calendar it is hung up and used daily. We also liked the idea that it promotes local area events and businesses, and how it is appreciated by its recipient users.

As a PA Turnpike interchange restaurant, we receive a good bit of business from travelers. Our goals with the Town Planner were to supplement that business with the very important local customer. We have placed a coupon every other month in the Bedford County edition. In review of our results, we were very pleased with the return we received from this modest investment. During the first 4 months of last year, our coupons had generated over \$3,000 in sales. This amounts to a return of 830% for the coupons displayed through April. Furthermore it should be noted that enough sales were generated by the coupons so far this year, that the entire year's program was paid by the second week of February! The Town Planner has proven to be a great way to reach the local market, and demonstrate support for the community!

We look forward to a continuing relationship with the Town Planner, and have already renewed our program for next year.

Annalee Costello
Young American, Inc
Denny's Restaurant
Bedford Pa

