Staff:

Gina Hilliard, President Katie Long, Communications & Marketing Coordinator Penny Griffith, Office & Events Administrator Clancey Arnold, Membership Development & Investment Administrator Edie Emmons. Chamber & Tourism Assistant

Board of Directors:

Bill Fisher, Chairman of the Board -Hawksbill Home Remodeling Mark Leach, Vice-Chairman of the Board -Delaware North Stephanie Lillard, Secretary of the Board – Patron Bill Schumacher, Treasurer of the Board -Fort Valley Ranch

Board Members:

Steve Synnott - Syntelligent Analytic Solutions, LLC Romeo Pugliese – Mamma Mia's Italian Restaurant **Kim Blosser** – Lord Fairfax Community College Lisa Franceschini – Luray Mountain Cabins **Jim Turner** – Hawksbill Brewing Company **Dick Hostelley** – Hostelley & Associates Mark Dofflemyer – Pioneer Bank Leah Pence – Another Wild Hare John Shaffer. Chairman of the Tourism Division – Luray Caverns

Volunteers:

James Housden Vaunice Conway **Mary Lee Bryant** Jerry Griffin

Chamber Ambassadors:

Clancey Arnold, Chair – Luray-Page County Chamber of Commerce Penny Griffith, Co-Chair – Luray-Page County Chamber of Commerce Becky George - Gathering Grounds and Patisserie & Café Zory Glaser – Cardinal Cottage Vacation Cabin Rental Nancy Bover – Page County Democratic Committee Garnett Brockman – Page County Farm Bureau Federation/Insurance Mike Uram – Stanley Town Council & Patron Kris Garrett – Integrated Bodyworks, Inc. **Leslie Currle** – ALCOVA Mortgage **Jake Mowry** – Blue Ridge Bank Vaunice Conway – Patron **Dave Bull** – Patron

Tourism Council:

Restaurants: **CeCe Castle**, Secretary – Brookside Jim Sims – The Mimslyn Inn

Lodging: Bill Schumacher, Vice-Chairman – Fort Valley Ranch Lisa Franceschini – Luray Mountain Cabins **Zory Glaser** – Cardinal Cottage

Attractions: Nancy Sottosanti, Treasurer – Shenandoah River Outfitters John Shaffer, Chairman – Luray Caverns

> Services: **Darrell Hulver** – Page Co-Op Farm Bureau Helen Morton – Delaware North

Liz Lewis - Page County Economic Development & Tourism **Sally Hurlbert** – Shenandoah National Park



Luray-Page County Chamber of Commerce & Visitor Center 18 Campbell Street, Luray, VA 22835 Phone: (540) 743-3915 • Fax: (540) 743-3944 www.visitluraypage.com www.cabincapital.com

October 2018 Newsletter

The Luray-Page County Chamber of Commerce's mission is to serve our members by promoting and supporting business and tourism throughout Page County. The Luray-Page County Chamber of Commerce's vision is to be the organization where our business community turns for leadership and resources.

Tuesday, October 2nd, 16th, & 30th, 8:00-9:30 AM

LeadShare. An active, structured program for providing and receiving business referrals through personal advertising/networking; this group requires regular meetings, so serious participants are encouraged to attend. The meetings are every-other Tuesday from 8:00-9:30 AM in the Chamber of Commerce & Visitor Center Board Room. Join our Chairwoman, Leslie Currle of ALCOVA Mortgage, as this group continues to grow and learn the benefits of direct leads from other business people in our community.

Wednesday, October 3rd, 10:00 AM

Compass Tea Room Grand Opening & Ribbon-Cutting. Join us in welcoming Compass Tea Room to downtown Luray. Right off Main Street, Lisa Smith has put lots of man-hours and love into creating this space for locals and visitors to enjoy a cup of tea in the shop or to go. More than just a tea room though, Compass will also have clothing and handmade goods on their retail side of the shop. Join us in welcoming this new business to the neighborhood with a ribbon-cutting and a chance to meet and hear about Lisa's vision.

Thursday, October 11th, 4:00-6:00 PM

Women in Business: A Look at 2019. Join us at Hawksbill Brewing Company for a pint and to learn more about the committee's plan for the organization as it continues to grow in 2019. RSVP to events@luraypage.com or (540) 743-3915 by Monday, September 8th to reserve your spot.

Tuesday, October 16th, 12:30-1:00 PM

Tourism Tuesday. We will sit down with the Town of Luray, to discuss the new Halloween event with the Luray Downtown Initiative. We'll also be discussing this year's Christmas Parade and Community Reception at the Performing Arts Luray. Listen in to 95.3 The River to learn more and contact Gina at gina.hilliard@luraypage.com to be a guest.

Thursday, October 18th, 5:00-5:30 PM

Annual Tourism Division Meeting will be held in the L-PCCC Board Room. Our main item of business will be the election of the 2018-19 Tourism Council. Nomination considerations should be forwarded to Gina Hilliard at the Chamber Office by October 5th. Nominations will also be accepted from the floor on the 18th. In case of necessary absences, proxies are allowed. Please provide a signed proxy statement to any member in good standing to be presented to the Secretary at the meeting or to Gina by October 15th.

Thursday, October 18th, 5:30-7:00 PM

Business After Hours is hosted at The Valley Cork at 55 East Main Street in Luray. Come see the soon-to-be-open Valley Cork in downtown Luray! Bring your business cards for networking and door prizes!

Thursday, November 1st, 7:30-9:00 AM

Business Networking Breakfast: Fraud Protection. Join Robyn Caracofe, BB&T's Assistant Vice President, at the Mimslyn Inn for breakfast for \$10/member and \$15/non-member. Fraud protection is a core strategy to help businesses of all sizes effectively manage their working capital by minimizing risk exposure and maximizing visibility, security, and control of their financial transactions. RSVP to events@luraypage.com by Monday, October 29th.



Chamber Events

New Member Highlights CoxFedLaw, LLC

CoxFedLaw, LLC was founded by Attorney Gene Cox to provide legal consultation and representation for men and women in the Shenandoah Valley. CoxFedLaw's

services include workers' compensation, Social Security disability, veterans' disability, estate planning needs such as wills and trusts, and criminal defense. Mr. Cox offers free consultations to allow the client to learn more about their rights and how he can help protect those rights, their reputation, and freedom.

Warren "Gene" Cox grew up in a small town and the strong sense of community there helped provide the foundation for his belief that "everyone, not just the wealthy, are entitled to zealous protection of their personal liberty and hard-earned disability benefits." Mr. Cox has been practicing law in Virginia for over 25 years, previously he was a military judge advocate (JAG) and he served as an attorney to the IRS and DEA. His experience has not only given him an inside track on how these government agencies operate, but also shown him what benefit clients most often lose by not having an experienced advocate on their side.

CoxFedLaw's website, www.coxfedlaw.com, has lots of resources for anyone in need of an attorney. The FAQ section covers everything from what a lawyer may charge to representing yourself to legal terminology and each of the firm's legal services are broken out with further explanation. Contact Gene Cox for additional information or to set up your free consultation at (540) 742-5385 or genecox@coxfedlaw.com.

OPTAVIA – Certified Health Coach



Helen Phillips-Cockrell's story to becoming an OPTAVIA certified health coach includes **OPTA**VIA® many years of dieting, medications, and exercising with no success. She had just decided to accept being overweight when a friend introduced her to OPTAVIA. Within 2 months she lost 22 pounds and 36 inches and had "more energy than I'd experienced in years!" Her

results motivated her to become a Certified OPTAVIA Coach to help others feels as good as she does. Helen says that OPTAVIA is about more than weight loss, "it is a program that provides you the tools you need to reach your Optimal Health and stay there!"

OPTAVIA was developed by a cross-disciplinary Scientific Advisory Board of physicians and scientists to create their portfolio of offerings. This board created OTAVIA fuelings to provide nutrient-dense nutrition for every stage of your weight journey. The Optimal Weight 5 & 1 Plan includes 5 of your daily meals from OPTAVIA and techniques on how to make lean, green meals for your family. The high-quality protein helps "retain lean muscle mass" while incorporating Healthy Habits steers the program from the "quick-fix weight loss solutions" to being long-lasting lifestyle changes. OPTAVIA coaches offer support, guidance, and keep you accountable as you strive to reach your optimal weight. Contact Helen to learn more about the program at <u>helenphillipscockrell@gmail.com</u>, (540) 244-4379, or https://helenphillipscockrell.optavia.com/helensphillipscockrell.

Page County Public Forum

The Page County Public Forum was created by like-minded friends in a coffee shop. It was designed to "try and bridge the gaps dividing our community residents by presenting opportunities for the public to gather, learn facts, and to openly discuss topic which affect each and every one of us." The forum looks to bring elected officials and community



COX FED LAW, LLC

L-SERVICE LAW FIRM FOR WORKING MEN AND W

volunteers/members together "without the labels of politics, religion, origin, wealth, education, or otherwise" in a space of respect and trust. The forum's goal is to bring "a variety of talents, leaders, and skills fitted to our common community needs" together for these events and began doing so with their first public forum in May.

Each member of the Page County Public Forum "possesses a strong and committed willingness to make a difference through unified efforts and selfless teamwork, keeping in mind that we have the same basic needs as human beings." The forum stands by the idea that it takes "listening to those who want to be heard with their needs, visions, and suggestions to improve our community." They are working to "protect our county, plan for its future, improve opportunities and lifestyles" of Page County residents by supporting our human needs and inspiring the community to take action to make a difference instead of sitting on the sides and watching. They are always looking for topic ideas and invite the community as a whole to come out for their events. You can contact the Page County Public Forum at pagecountypublicforum@gmail.com or attend one of their monthly meetings on the 4th Monday of the month at 6:00 PM in the Luray-Page County Chamber of Commerce Board Room.

Page Valley Arts Council



The Page Valley Arts Council is a 501(c)3 organization new to Page County. The council board is headed by Jim Mayes, President, Cathy Herbert, Vice President, Cathie Miranda, Treasurer, and Susan Rocke, Secretary. The executive board is supported by other board members who believe in building and helping the Page County arts scene to thrive.

The all-volunteer organization works to offer art events and activities such as live music, demonstrations, festivals, and more for locals and visitors to the area. The first annual Festival of the Arts in Downtown Luray was held in March 2018 and the second is scheduled for April 12-14, 2019. The walking festival stationed artists of all kinds at different shops and venues around downtown and encouraged attendees to float from one spot to another to experience the whole thing. Additionally, the council has been working with the Town of Shenandoah to provide Second Saturday events which feature local artists at the Steven's Cottage every month. Coming up on December 1st, the arts council will have a Christmas Market at the Performing Arts of Luray to encourage shoppers to buy one-of-a-kind holiday gifts.

The Page Valley Arts Council was created to provide "awareness that art can drive economic growth and transform neighborhoods, towns, and regions." The council also works to bring awareness that "Page County has an amazing number of artists who are recognized regionally and nationally but underappreciated in this community." Moreover, the council works to help build the vision of Page County and Luray as an arts destination by building on the commitment to buy local. Find out more about the council at https://pagevallevartscouncil.org/.

Shenandoah Area Agency on Aging

The Shenandoah Area Agency on Aging, otherwise known as SAAA, is a non-profit organization Shenandoa providing "high quality services and opportunities that enhance the dignity and independence of seniors and promote their contributions to the community." Originally incorporated in July 1975, Area Agency on Aging SAAA is a comprehensive "regional provider of support services that enable older persons to continue living in their own homes." With a large population of retirees, SAAA's services assist Clarke, Frederick, Page, Shenandoah, Warren, and the city of Winchester with long-term care costs. Oftentimes, these services help their clients to remain active and involved in the community longer than they would with just familial support by "enabling spouses and family to continue in the workforce."

SAAA's services include providing public information and education about available opportunities and services for the elderly, in-home services including personal care, their Meals on Wheels program, respite centers, transportation via the WellTran, longterm care ombudsman, and VICAP insurance counseling. SAAA estimates the Page County population in 2020 will be 24,995 people with 6,836 of those over 60 years of age, meaning that 27% of the population may be in need or considering SAAA's services in the next two years. Located at 207 Mosby Lane in Front Royal, they also work with the Page Senior Center, at 10 Second Street in Luray. Contact the Shenandoah Area Agency on Aging at (540) 551-5612 or lholtzapple@shenandoahaaa.com and keep up with all of their community activities at http://shenandoahaaa.com.

The Valley Cork



Chris & Lindi Jenkins have taken on a new project: The Valley Cork, a wine bar and bottle shoppe at 55 East Main Street in Luray. Chris and Lindi have a passion for great wine and they see this new business as a "natural extension" of that passion and their other business, Faithbrooke Barn and Vineyards.

Wine education is important to Chris and Lindi and they are looking forward to helping their customers further their knowledge, whether it's as a novice/beginner or as a wine lover who's interested in finding their next

favorite. They will offer a variety of quality wine at varied price points by the glass, bottle, or as a flight (a side by side pairing of selected wines). As a small bottle shop, they will also be offering light and hearty meal options to accompany your wine.

The Valley Cork is projected to open in late fall of this year with hours to accommodate daytime tourists and the afterdinner crowd looking to finish off their evening with a drink. They are already looking forward to being a visible part of the community as a valuable service to tourists and locals, alike. The Valley Cork's motto is Congregate::Appreciate::Celebrate. Keep up with The Valley Cork as they get ready to open at www.thevalleycork.com and on their Facebook page, www.facebook.com/thevalleycork.







Help Us Welcome Our New Members:				
CoxFedLaw, LLC P.O. Box 171 Elkton, VA 22827 (540) 742-5385 <u>genecox@coxfedlaw.com</u> www.coxfedlaw.com	OPTAVIA – Certified Health Coach 250 Black Angus Road Rileyville, VA 22650 (540) 244-4379 <u>helenphillipscockrell@gmail.com</u> https://helenphillipscockrell.optavia.com/helensphillipscockrell	Page County Public Forum 210 Third Street Shenandoah, VA 22849 (540) 652-1401 <u>nlboyer46@gmail.com</u> www.facebook.com/Page-County-Public-Forum- 160331827964252		
Page Valley Arts Council 15 Campbell Street Luray, VA 22835 (540) 843-0200 <u>info@pagevalleyartscouncil.org</u> https://pagevalleyartscouncil.org	Shenandoah Area Agency on Aging 207 Mosby Lane Front Royal, VA 22630 (540) 551-5612 <u>Iholtzapple@shenandoahaaa.com</u> http://shenandoahaaa.com	The Valley Cork P.O. Box 107 Luray, VA 22835 (540) 743-1207 <u>info@faithbrooke.com</u> www.thevalleycork.com		



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CoxFedLaw, LLC P.O. Box 171 Elkton, VA 22827 (540) 742-5385 <u>genecox@coxfedlaw.com</u> <u>www.coxfedlaw.com</u>	OPTAVIA – Certified Health Coach 250 Black Angus Road Rileyville, VA 22650 (540) 244-4379 <u>helenphillipscockrell@gmail.com</u> https://helenphillipscockrell.optavia.com/helensphillipscockrell	Page County Public Forum 210 Third Street Shenandoah, VA 22849 (540) 652-1401 <u>nlboyer46@gmail.com</u> www.facebook.com/Page-County-Public-Forum- 160331827964252		
Page Valley Arts Council 15 Campbell Street Luray, VA 22835 (540) 843-0200 <i>info@pagevalleyartscouncil.org</i> https://pagevalleyartscouncil.org	Shenandoah Area Agency on Aging 207 Mosby Lane Front Royal, VA 22630 (540) 551-5612 <u>Iholtzapple@shenandoahaaa.com</u> http://shenandoahaaa.com	The Valley Cork P.O. Box 107 Luray, VA 22835 (540) 743-1207 info@faithbrooke.com www.thevalleycork.com		

Advertising in Our Newsletter

The Luray-Page Chamber of Commerce is offering all members the opportunity to advertise your events in our newsletter. The newsletter will be sent out to our 420+ members in addition to state and local government officials.

Deadline for submissions is the 15^{th} of the month prior to the newsletter release. For instance, the next newsletter will be released before the 1^{st} of November, so all ads must be submitted to Katie Long at <u>katie.long@luraypage.com</u> by October 15^{th} .

Member Benefits

Refer a New Member – Get \$50.00 off your next membership renewal fee when you refer someone for their Chamber membership. The new member must identify you as their referral when filling out their member application. New members must not have held a Chamber membership with us within the last three years.

Member to Member Discount Program – This program is strictly between Chamber members. We encourage members to do business with other Chamber members. As an incentive, many local businesses offer discounts to Chamber members. Take advantage of these great opportunities and say "thank you" for supporting the Luray-Page County Chamber of Commerce. If you are interested in updating your discount or offering a new discount, contact Katie at <u>katie.long@luraypage.com</u> or (540) 743-3915.

This month we encourage you to consider D&L Trophy for your customized birthday, anniversary, and Christmas gifts! Chamber members receive 10% off!

Chamber Hot Deals – By using Hot Deals through the Chamber, you are able to take advantage of the over 50,000 annual Chamber website visits. Hot Deals' participants have a special listing on the Hot Deals' webpage of the website. Chamber members, the community, and visitors have the ability, 24/7, to click on your Hot Deals, print them, or email them to a friend to expand your potential reach. Your Hot Deals can be shared on Facebook and Twitter too! This is free, interactive advertising. Hot Deals can help you generate business by encouraging people to visit your place. If you would like to offer your own Hot Deals, please send your information to Katie at <u>katie.long@luraypage.com</u>; include a description of the deal and the dates the deal is valid.

Job Postings – Do you struggle to get your "Help Wanted" needs out to the public? We can help! Our benefits include the ability for you to advertise your job availabilities for free on our website. We want to help you find employees, so contact Katie at <u>katie.long@luraypage.com</u> to add your job opportunities to our list.

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4th

Please Join Us for the 4th Annual Fall Senior TRIAD Conference

- Thursday, October 25, 2018
- 8:00am Registration / Program 9:00am 2:00pm
- Christ United Methodist Church
- 211 Central Avenue, Shenandoah, VA. 22849

Our goal is to provide seniors with valuable information, activities, and community services that are available locally.



For additional information & transportation schedule, contact:

Deputy Brian Caviness of the Page County Sheriff's Office at 540-244-0822

Mission Statement: Page County TRIAD is committed to improving the quality of life for our seniors by enhancing their health, safety, and security through communication, education, and outreach.



October is Domestic Violence Awareness Month

Pick up your **free** purple ribbon pin and join your friends and neighbors in recognizing domestic violence as an issue that needs our attention.

Purple ribbon pins available throughout October at:

Luray-Page County Chamber of Commerce Page Public Library Luray Town Office Stanley Town Office Shenandoah Town Office

Choices, Council on Domestic Violence for Page County offers victims of domestic and sexual violence FREE & CONFIDENTAL services:

- ✓ 24/7 Hotline
- ✓ Emergency Shelter
- ✓ Support Group
- ✓ Legal Advocacy

- ✓ Crisis Counseling
- ✓ Peer Support
- ✓ Community Education
- ✓ Information and Referral

Choices, Council on Domestic Violence for Page County Luray office: (540) 743-4414 Shenandoah office: (540) 218-4028 Email: hotline@choicesofpagecounty.org Website: choicesofpagecounty.org



UnitedWayNSV CUWNSV UWNSV

Dear Community Partner,

Do you believe that individuals can make a difference? I do and that's one of the many reasons my wife and I give to United Way of Northern Shenandoah Valley. It is also why my employer is a proud supporter of the annual United Way campaign.

Each of us and our companies have the opportunity to improve lives. Our gifts ensure that children are kept safe and have access to education and other resources, hard-working families can increase their income and savings, older residents stay in good health and in their own homes longer, and people who desperately need our help will get it.

One person can make a difference, but many people and companies working together can create lasting change. Through our collaborative efforts, United Way of Northern Shenandoah Valley raises more than \$1,000,000 each year to help strengthen our community and the people who live and work here. We raise and invest dollars to improve the lives of individuals and families in your home community.

This year I have the privilege of serving as the Chairman of the United Way Campaign effort and I am asking for your help in making this year's campaign a success. We have an ambitious goal of raising \$1,086,000 to meet the needs of our community, and I am confident and optimistic that we will achieve this goal. But I need your help. By providing corporate and individual gifts and by endorsing employee campaigns in the workplace, you offer hope, help, and peace of mind to our friends and neighbors in need. Will you please help us grow the impact we can make on our communities? When you invest in United Way, you create a winwin partnership that benefits your company, your employees, and the Northern Shenandoah Valley.

Please consider contributing generously, and encourage others to do so as well. **YOUR** community will be better for it. Thank you for your support of our community through the local United Way. A corporate pledge card is on the reverse side of this page and can be returned to United Way NSV.

Sincerely,

Wilborn M. Roberson

Senior Vice President, BB&T

2018 United Way of Northern Shenandoah Campaign Chair



United Way of Northern Shenandoah Valley

Please return to the United Way of Northern Shenandoah Valley P. O. Box 460 * 329 N. Cameron Street, Suite 201 * Winchester, VA 22604

CORPORATE COMMITMENT PLEDGE CARD 2018/2019

Company Name:
Address:
CEO Name: CEO Email:
2018 Corporate Pledge: \$ -Or- Our Corporate Pledge is an employee match of:
Please Check The Following to Allow us to Better Serve You:
We do not currently do an employee workplace campaign but are interested in starting one!
Help us keep our employees engaged by including us on your e-mail distribution list.
E:mail Address:
We are interested in sponsoring future United Way NSV events (Day of Caring, MLK Day, Annual Meeting, etc.)
We are interested learning more about resources to provide for our employees/customers.
Name: Signature:

THANK YOU FOR YOUR SUPPORT!

United Way of Northern Shenandoah Valley thanks you for all that you do to make our community a better place for all.







SASSY SOUL FUN TIME ROCK & ROLL

Introduce your business to our listeners in the Shenandoah Valley. Remind our listeners in the Shenandoah Valley about your business.

People buy from businesses they know and trust.

• Let Bright[®] Radio 105-7 and Rascal[®] 1330 help our loyal listeners know about you. Let Bright[®] Radio 105-7 and Rascal[®] 1330 build trust in your business among our listeners.

Repetition creates awareness and promotes recall.

• Let Bright[®] Radio 105-7 and Rascal[®] 1330 help make your business the one that our listeners remember.

Here's how you can reach our listeners repeatedly and stay within your advertising budget:

	30-Seconds	60 seconds
Bright Radio 105-7	\$5.00 per commercial broadcast	\$10.00 per commercial broadcast
Rascal 1330	\$2.50 per commercial broadcast	\$ 5.00 per commercial broadcast

- Example \$300 budget on Bright Radio 105-7: Two (2) 30-second commercials per day for 30 days during <u>any</u> three-hour period of your choice (Examples: 6am-9am, 9am-Noon, Noon-3pm, 3pm-6pm, 6pm-9pm, 9pm-Midnight).
- Example \$300 budget on Rascal 1330: Four (4) 30-second commercials per day for 30 days during two three-hour periods of your choice (Examples: 6am-9am, 9am-Noon, Noon-3pm, 3pm-6pm, 6pm-9pm, 9pm-Midnight).

Contact

Lisa Meadows: 540.843.4449 Carrington Thompson: 540.743.5167 Info@BrightRadio1057.com Info@Rascal1330.com





Reasons To Advertise On Radio

Reason #1 - Reach: Radio is on 24 hours a day. Nationwide, radio reaches 92% of people age 12 and older every week and reaches 68% every day. Because radio's reach is so extensive and because BRIGHT[®] Radio 105-7 and RASCAL[®] 1330 are so reasonably priced, you can reach lots of people who will hear your message several times for a budget you can afford.

Reason #5 – Engagement: Listeners feel emotional connections with their preferred radio stations. Radio is an active medium that can stir emotion and can enable demand for what you sell. BRIGHT® Radio 105-7 and RASCAL® 1330 are call-to-action media.

Reason # 8 – Frequency: Consumer response depends upon multiple exposures to a message. BRIGHT[®] Radio 105-7's and RASCAL[®] 1330's relatively low cost lets you reach listeners multiple times inexpensively to bring buyers into your business.

Reason # 10 - Cost Effectiveness: Radio production costs less than television, print, and outdoor. Radio is less costly to buy than are other major media, letting you cost effectively reach lots of people multiple times.

Reason # 13 – Results: BRIGHT[®] Radio 105-7 and RASCAL[®] 1330 produce results. An eight-week campaign on BRIGHT[®] Radio 105-7 and RASCAL[®] 1330 helped the Luray-Page County Chamber of Commerce register 325 racers, many of whom specifically mentioned hearing the ads on BRIGHT[®] Radio 105-7 and RASCAL[®] 1330.

Still not convinced? Need more reasons? We've got 'em.

<u>Contact</u> Lisa Meadows: 540.843.4449 Carrington Thompson: 540.743.5167 Info@BrightRadio1057.com Info@Rascal1330.com