

**VIRTUAL
COMMUNITY
CENTRE &
WEEKLY
MAGAZINE**

Valley East Today

www.valleyeasttoday.ca

ROBERT KIRWAN, PUBLISHER
VALLEY EAST TODAY VIRTUAL COMMUNITY CENTRE
4456 Noel Crescent, Val Therese ON P3P 1S8
Phone: (705) 969-7215 Cell: (705) 562-7793
www.valleyeasttoday.ca

**PLEASE ACCEPT THIS SPECIAL INVITATION
TO APPEAR AS OUR GUEST ON A LIVE TALK RADIO SHOW**

In an effort to raise the profile of businesses, professional offices and public-sector institutions that contribute in so many ways to our community, we would like to invite you to be a special guest on a local live radio talk show that will feature representatives of the business sector of Valley East.

The main reason we would like you to take part in the radio show is to give people a chance to hear how you have been able to build your business while at the same time fulfilling your responsibilities as a good corporate citizen. We want to make people aware of how you and the people associated with you have been doing your part to help Valley East become one of the most desirable places in which to live in the entire City of Greater Sudbury.

The radio show is part of a strategic campaign designed to help us achieve the goal of raising the profile of the Valley East business sector among local residents. It is our belief that if residents know more about local businesses, they will take more pride in their community. This in turn will lead to a greater level of support for goods and service providers from Valley East who will then be able to give more back to the community. It is a situation in which everyone wins and will allow Valley East to maintain its reputation as a strong, vibrant community well into the future.

Gerald Tousignant, the Manager of Program Development for Valley East Today, has begun the process of arranging meetings with representatives of all of the businesses, professionals and institutions that have made a significant contribution to the character and growth of the community of Valley East. He will be contacting you soon to arrange for such a meeting to provide you with more information about the three components of our program and more specifically to see if you will consider accepting our invitation to be a special guest on the radio show. Gerald will give you information on the following:

1. The live radio talk show that is broadcast from Laurentian University every Monday evening;
2. The publication of written profiles of local businesses, professional practices and institutions;
3. The Valley East Today Virtual Community Centre & Weekly Magazine.

Your participation in any or all three strategies will be greatly appreciated by all residents of Valley East.

Thank you for your consideration. We look forward to helping you raise your profile in the community.

The Valley East Today Virtual Community Centre is an online publication that has been in existence for over six years. As a result of the closing of The Vision Paper, Valley East Today has become the most effective communicate vehicle available to the 25,000 people living in this community. The Valley East Today Weekly Community Magazine is delivered to over 5,000 different email addresses each week, reaching an estimated audience of approximately 20,000.