

The Internet is exhilarating. Community newspapers are enveloping.
 The Internet grabs you. Community newspapers embrace you.
 The Internet is impulsive. Community newspapers are immersive.
 An established medium can continue to flourish
 so long as it continues to offer a unique experience.

Community newspapers do. *~Adapted from "Magazines, The Power of Print"*

I know people read their local 'Today' paper. **Our patients routinely bring in the paper or comment about the most recent article written by their doctor.** For us, the 'Today' paper provides an avenue for healthcare education and cancer awareness – which is part of our community mission.

~ Sandy Goldberg, Community Outreach Manager, Diablo Valley Oncology

I love getting this paper! When I spot it in my mailbox, **I'd smile and know I'd have a nice and cozy reading that evening.**

~ Greg Thibodeaux, Reader

Every month, we ran a coupon in a variety of papers and **your paper by far had the best return!** The other local newspaper had a good return; but, it was actually about 1/2 of what we see come in from Alamo Today. Your paper gave us the best results.

~ Dick & Terri Delfosse, Richards Arts and Crafts

It's the only paper with real news about our communities.

~ Alicia Watson, Resident

We made over \$2000 today - I credit that to the article in the paper. Never doubt the power of what you are doing!

~ Joan Stevenson, Friends of Lafayette Library

I have been an advertiser in the papers for many years. I am grateful for the outstanding results I have achieved with my advertorials. **My investment in advertising in the publications has been paid back many times over – both directly in the form of increased business and indirectly via general exposure of my law practice in these wonderful communities!**

~ Robert Silverman, R. Silverman Law Group

While our website provides a number of leads for membership, I still feel that my advertising dollars are well-spent by advertising in the Alamo Today and Danville Today. **I can always tell when a new issue is delivered; that's when my phone starts ringing with requests for membership information.**

~ Karen C. Lang, Membership Services Director
 Round Hill Country Club

Many individuals and organizations depend on the paper for all the news as well as the main source of communications for the town. Through the paper we what the MAC is doing, AIA, and Rotary. We know the date for the Christmas Tree lighting and the Easter Egg Hunt as well as what is going on in the schools (for those of us who don't have kids in school anymore)! Yes...I could go on and on! **Your paper has a BIG impact on our tiny town.**

~ Diane Barley, Reader

Utilizing Alamo Today and Danville Today has been instrumental in the growth of my business. For me, **these papers allow me to reach my exact patient base with information and a local presence that I could not obtain with any other print or media.**

~ Gregory Kraskowsky, O.D, Alamo Optometry

When we moved here from Sunnyvale 5 years ago, **Alamo Today really helped me get acquainted with the area and people.** Thank you!

~ Judy Weissman, Reader

Thank you for the article about our Cold Weather Clothing Program. **As a result of reading the article, a generous family purchased \$1,000 worth of a very innovative product** which they have donated to White Pony Express to help with our program.

~ Steve Spraitzar, White Pony Express

Advertising in our paper suits any budget.
 • From classified and business card sized ads to full page ads
 • Color or black & white



XENOPHON THERAPEUTIC RIDING CENTER PILOTS NEW PATHS TO ACHIEVEMENT
 By Judy Morgan
 Horses are eager to help as their human partners are learning new roles at Xenophon Therapeutic Riding Center in their recently added program which extend the non-profit's ability to offer equine-assisted therapies to



From New York 9/11/2001 to the Napa firestorm, learn about disaster medical assistance team recovery with a presentation by keynote speaker Andy Iwatawa R.E. BS, CEMSA, Acting Commander CA 4 DMAT.
 See Remembrance continued on page 10

ENGAGE AS YOU AGE
 By Fran Miller
 Are you a caring person who has a few extra hours each week to make a difference in someone's life? The organization Engage as You Age might be able to help you fill those hours - in a meaningful way.



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MAKE AN IMPACT!

The Alamo Today & Danville Today News offer hyperlocal, monthly news focusing on positive people and groups in each community.

| | Alamo Today | Danville Today News | Alamo/Danville combined |
|-------------------|---------------------------|---------------------|-------------------------|
| Established | May 2000 | November 2009 | October 2017 |
| Serving | Alamo, Diablo, & Danville | | |
| Copies | 21,500 | | |
| Population Served | Approximately 50,000 | | |

Direct mailed to homes and businesses (Danville 94526 only) and available for pickup at city buildings and retail venues.