

VOTE FOR ME!!!

# "THE BEST JUST GOT BETTER"

FORMERLY "\$HOW ME THE MONEY"

The following is a recap of a special project - print or online - done in the past year that was successful for the paper. If you have any questions, please contact the person listed below.

Name of Project Hugo Health Fair  
Name of Paper Hugo Citizen City Hugo, MN  
Contact Person Louis Melamed  
Phone \_\_\_\_\_ Email \_\_\_\_\_

**Description of project:**

A traditional Health Fair ~~with~~ on steroids!  
- Healthy food - Locks for Love - Flu Shots  
- 23+ Businesses - Blood Drive - Health Screenings  
- Attempt Guinness Record - Karate Demos on Stage

**How it was distributed:** Advertised in the Paper, City Sign, Website, in school,  
- Teaser Ads  
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**Advertisers targeted:** All businesses in Community and nearby Communities.

**Revenue produced:** Table fees - \$195 \$8500 Gross  
Event Sponsors - \$350 - \$1000- \$3000 net to Newspaper

**Anything you would do differently:**

**Additional information:**

- Local Chiropractor put on this event for 3 Years of limited Success.
- When we ~~the~~ partnered w/ the business in the 4<sup>th</sup>; 5<sup>th</sup> year - attendance increased ten fold