

# "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 Hunt for the Golden Spike  
Name of Paper Hugo Citizen City Hugo  
Contact Person Louis Melamed  
Phone 651-426-6399 Email publisher@readthecitizen.com

<b>Description of project:</b> <i>Treasure Hunt associated with the local festival in the City Needed a button to get maximum prize</i>
<b>How it was distributed:</b> <i>Clubs @ local businesses and in the newspaper and online.</i>
<b>Advertisers targeted:</b> <i>Traditional and non-traditional advertisers</i>
<b>Revenue produced:</b> <i>\$2000 all new revenue</i>
<b>Anything you would do differently:</b> <i>Get more businesses involved</i>
<b>Additional information:</b> <i>It increased hits to our website and noticeable traffic to local businesses</i>