

THE INDEPENDENT & FREE PRESS

Tuesday, April 23, 2013

Halton Hills' award-winning newspaper serving Acton & Georgetown (www.theifp.ca)

20 Pages

50 Cents (+HST)

Independent & Free Press to alter publication date

Bigger can be better.

As of Thursday, May 2 *The Independent & Free Press* will publish exclusively on Thursday. That means today's April 23 edition will be our last Tuesday newspaper.

So, why the change?

Because this is where bigger means better.

By concentrating our efforts on one Thursday edition we will be able to provide our readers and advertisers a larger, more comprehensive package. That means more community news—news that you will not get anywhere else, news that matters to you as a Halton Hills resident.

That means more robust specialty feature sections geared specifically for local businesses to get their message across.

This will also mean a stronger digital (web) presence.

Our website— www.theifp.ca— garners more than one million page views a year. In the past year alone we have seen an increase of 98 per cent and the number of unique visitors to our site has climbed by a whopping 178 per cent in the past year.

When a breaking news event happens, people are turning to our website in droves. Going to one edition a week will allow us to pour more resources and effort into the website to continue to provide you more information in a timely manner.

We're also tweaking the look of the newspaper to make it more reader-friendly.

We agree with the philosophy "change brings opportunity". We trust you will find these changes for the better.



A cleaner town is in the bag

St. Francis of Assisi Catholic School Grade 3 students (from left) Annie Kovacs, 8, Daniel Kovacevic, 9, and Fiona Cruickshank, 8, were among the thousands of local students who took time to pick up garbage around their schools Monday

as part of the 22 Minute Makeover, organized by the Town of Halton Hills. The event was one of many that are part of the Town's Earth Week celebrations. For more photos see page 4.

Photo by Ted Brown

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