

Town launches monthly newsletter

The town of Whitchurch-Stouffville has launched its own monthly newsletter, to be delivered to 15,800 addresses across the municipality.

The newsletter, entitled On the Road, will focus on town communications and economic development as it is run by the economic develop-

ment office headed by David Tuley.

Prior to the first newsletter issue dated for November 2016, the town advertised its announcements via local newspapers, the Sun-Tribune included. The recent decision to make its own newsletter follows an evaluation of costs.

"Many communities have gone completely digital with their news," said town

spokesperson Glenn Jackson. "Although we are active across many social media platforms, we like our conventional approach on this one, as it doesn't require a screen."

An additional 1,200 newsletters are dropped off in select locations across town including town offices, community centres, neighbourhood stores and rural busi-

nesses.

The eight-page publication has two pages devoted to town communications while the remaining six are economic development news.

Articles include features on local businesses, growth and upcoming plans.

"The objective of On the Road is to unwrap, present and bring unity in the cel-

ebration of our assets, large and small," Tuley said. "You have probably heard of the places we'll go, but you may not have visited them yet. Let this be your primer."

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Please join The Hon. Ralph Goodale, Minister of Public Safety & Emergency Preparedness, along with the Hon. John McCallum, M.P. for Markham-Thornhill and the Hon. Jane Philpott, M.P. for Markham-Stouffville as they host a Community Consultation on National Security.

RSVP to 905.640.1125 or Jane.Philpott@parl.gc.ca

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