



## Healthy Kids Healthy Families Healthy Communities

**O**ur mission is to help strengthen Central Oregon families by encouraging active parental involvement and good decision making thus building stronger communities in which to raise our children. We accomplish this by keeping parents informed of recreation, education and family-oriented events and activities in the community. We recognize that parenting is a difficult and challenging job, and parents need the right information to make good decisions for their families.

When the publication began in 1997, there was no single, reliable source of information about issues, events, classes, and activities for parents and kids in the community. The Central Oregon Family News filled that niche. Our goal is to help families find activities that they can do together; the kind of things that kids not only learn from, but will remember as they grow.

Your business is a very important link in the mission of the Central Oregon Family News. Sponsors like yourself are responsible for making this publication free and available to families throughout the region. Together we can create a community that encourages active, informed parenting. By networking together with advertisers and sponsors we can afford to deliver consistent, high-quality features and resource information to families in Central Oregon. When families are healthy, communities are stronger and safer; this is beneficial to all of it's members.

Your choice to market in a parenting publication like the Central Oregon Family News is not only an investment in your business, but will also yield a long term return in your community. Families appreciate the advertisers and sponsors of parenting publications. Your business name will be remembered by potential customers as being trustworthy and family-friendly. A cornerstone of trust is consistency. Healthy families are made up of consistent, trusting relationships. We have developed this type of relationship with our readers. The consistent presence of your business name in our publication can help you to develop this type of relationship with your current and future customers. We invite you to develop a marketing partnership with us so that together we can provide parents with the tools to make good, healthy decisions for their kids.

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