Terri Lee Butler

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Professor Rebecca Hains

April 9, 2015

The Town Common

The Town Common Weekly Newspaper began over 10 years ago to serve readers with trusted news reporting and community focused features. The calendar announcement section offers monthly listings of events and happenings in an easy to read format covering Massachusetts North Shore, Merrimac Valley, Cape Ann and Coastal New Hampshire.

Based out of Rowley, Massachusetts, The Town Common’s publisher / editor is Marc Maravalli and can easily be reached via email: editor@thetowncommon.com. The publication prides itself as being the largest locally owned and fastest growing paper in the area, offering “comprehensive news and entertainment coverage” as well as “affordable and effective advertising” with a high “pass along rate” average of “2.8 readers per copy.”

Recently, I was able to submit a press release to the Town Common regarding a fundraiser event held in Rowley on March 26, 2015. The newspaper printed the press release in its entirety and the event sold out within the first hour of the date. I contribute some of the fundraiser’s success to the newspaper’s publicity and its fair reaching effects in the community.

For more information please feel free to visit: <http://www.thetowncommon.com/>