

# Sponsored Articles & Public Relations 2018

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Don't worry if you're not a professional writer, because we are, and we will make sure your article reads well before it goes to print. The only requirement is that the article must be submitted by the intended issue's deadline in a word document. Photos should be submitted in a digital format, but are at the editor's discretion whether the photo prints with the article.

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## SHOP LOCAL, SHOP IN WAYNEDEALE!



This past weekend was "Small Business Saturday." It was a day to support your local community by shopping small. Small means less than 500 employees.

When you think about Waynedale and the many small businesses which it is comprised of, it is impressive! How impressive is it that Umber's Hardware is still in business and at basically the same location. It was in 1944 that Lester Umber opened a hardware store in Waynedale. As did many other third generation small businesses, i.e., Favory's Auto, Hills Meat Market, Waynedale Plumbing.

These local store owners have spent an incredible amount of time, long days and tiresome nights, committed to keeping their small businesses going.

Many of you frequent the "big box" stores without considering what we have right here in Waynedale. Think about... why travel miles when we have everything right here. Groceries, pharmacies, gas stations, hair salons, birthday cakes and cookies at The Waynedale Bakery, breakfast donuts to take into the office at Mike's Donuts, breakfast at Azar's or Rich's Cafe. Need a haircut? Hair Barn welcomes walk-ins.

Small businesses are too often overlooked. Prices are often less at your small business shops versus corporate-owned stores. Plus the perks are better. Small business shop owners will bend over backwards to give you the TLC in service. It is more personalized, and if you become a "regular" they talk to you on a first name

basis. Small businesses have the same access to the same vendors as the big stores. If it is not available, Randy-owner of Sandpoint TV says he'll get in touch with his vendor right away and get it ordered, going above and beyond in service support.

In addition, small shop owners are more flexible. For example, if you have an expired gift card or coupon, 9 times out of 10 a local business will honor that savings.

Local businesses also offer unique items for gifts that are generally handmade or hard to find. These make a much better present than a cookie-cutter product made in millions in "big box" stores.

Small businesses can thrive, but only with the support of a community like Waynedale. The money you spend here in Waynedale, stays in our community. It provides more local jobs to your neighbors, family and friends.

A small business means more than just money in the community, though.

Yes, your local small business supports everyone by paying taxes that help reduce local property taxes. And it is a fact that up to 70 cents of every dollar spent at a local small business

## LUERS V. DWENGER GIRLS BASKETBALL-INCREDIBLE GAME

by Tam O'Brien



one back of a basketball player herself! BD also lost Fab Fresh Emily Ross, and one other, I believe. Taya Andrews had around 30 points! The last game I witnessed was her best game ever, and this one easily topped that! She never played this well for us. What an improvement! And talk about improvement! Luers' Emma Wolfe had the finest game I've ever seen any high school girl have in my life! She had an UNBELIEVEABLE 49 points. She EARNED every one of them! Nothing came easy for Emma that night. She hit big threes with a perfect arc, lots of soft jump shots, and she could find a way to get fouled just about anytime she wanted. She's so quick, and handles the ball well. And she just knows how to draw contact!

I got home to check the back cover of the Luers program for all-time records. Angie Harris, a Luers legend who played in 1992 and went to Notre Dame on a Volleyball scholarship held the Luers girls record with 46 points for 22 years. Not any more! When I think of some of the all-time greatest players in our storied history...Stefanie Gerardo, Rachel King, Nancy Rehm, Megan Dessen, Emily Lorenis, Amanda Pedro, Jessica Hathaway and Kelsey Wyss were all fabulous hoopsters at Bishop Luers High School! But none ever had a game like I just witnessed!

Even though we lost to Bishop Dwenger, I'm still excited for Emma, Kayla and the entire team, and for Taya too! What a performance! Congratulations to new Coach Mark Puxley! And I congratulate Coach Cleveland Irge and his players, too. I know that this win was a big one for their program. It's been a long time, since 1997 I believe, a couple years before our first State Championship. Those Dwenger girls have a great future ahead of them.

I just watched the most incredible girls high school basketball game I've ever seen in my entire life! Dwenger beat Luers in Bishop Dwenger's gym by 6 points, 88-82! It was like watching a well-played, highly skilled COLLEGE game! Dwenger's girls finally pulled away in the early to mid 4th quarter by 12. But Luers girls never quit, and tied it up briefly on a couple free throws. BD scored on the next possession, and then a BD roll player hit a huge 3 pointer to open it up again. It was the biggest shot of the game! It was her second 3 in the 4th quarter.

Both teams had roll players stepping up time and again. Plus Junior Kayla Knapke had a career high 18 points. Unfortunately, she was gone by the mid

## SUBMITTED ARTICLES, PRESS RELEASES, & PHOTOS

The Waynedale News is always looking for story ideas, articles, press releases, photos or any other news from the South/ Southwest Fort Wayne (& Waynedale) area. Although we are not able to guarantee space outside of a sponsored article, feel free to send us your press releases, announcements and photos for consideration in upcoming editions.

We prefer submissions to be completed on our website [thewaynedalenews.com](http://thewaynedalenews.com) or emailed to [news@waynedalenews.com](mailto:news@waynedalenews.com), with the article in a word document (.doc or .docx) and photo(s) in a high resolution digital format.

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