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## Sponsored Articles & Public Relations 2022

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#### **SHOP LOCAL, SHOP IN WAYNEDALE!**



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 abou Waynedale and the man small businesses whic it is comprised of, it impressive!

How impressive is that Umber's Hardwar is still in business and a basically the same location It was in 1944 that Lest Umber opened a hardwar store in Waynedale. A did many other this generationsmallbusinesse ie, Favory's Auto, Hill Meat Market, Waynedal

Theselocalstoreown have spent an incredit amount of time, to days and tiresome nigh committed to keeping th small businesses going. Many of you frequent the "big box" stores without considering what we have right here in Waynedale. Think about it... why travel miles when we have everything right here. Groceries, pharmacies, cas stations hair salons

gas stations, hair salons. Birthday cakes and cookies at The Waynedals. Bakery, breakfast donuts to take into the office at Mike's Donuts, breakfast at Azar's or Rich's Cafe

small observes are often overfooked. 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

basis. Small businesses have the same access to the same vendors as the big stores. It it is not available. Randy-owner of Sandpoint IV says he'll get in touch with his vendor right away and get it ordere, 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 10.0 a local business will have.

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 "bie box" stores.

in "big box" stores.

Small businesses can
thrive, but only with the
support of a community
like Waynedale.

here in Waynedale, stays in our community. It provides more local jobs to your neighbors, family and friends.

friends.

A small busines means more than jus money in the community

Yes, your local small business supports everyone by paying taxes that helps 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 Tom O'Bri



I just watched the most incredible girls high school baskedull game Tve evseen in my entire life Dwenger beat tasseen in my entire life I Dwenger beat taslife liber Dwenger gam by 6 points. 88
82 It was like watching a well-playse
highly skilled COLLEGE game I Dwenger
girls finally pulled away in the early to mi 4th quarter by 12. But Luess gris new
quit, and tied it up briefly on a couple for
hows. BiD second on the meat possession
to open it up again. It was the biggest sho
to open it up again. It was the biggest sho
the gamel it was her second 3 in the 44

Both teams had roll players stepping up time and again. Plus Junior Kayla Knapke had a career high 18 points Unfortunately, she was cope by the mid one back of a baskethall player benefit! Bit also lost fab Froble Emily Ross, and on other, I believe Taya Andrews had aroun 30 points! The last game I witnesse was her best game ever, and this on easily topped that 5th enever plant? He well for us. What an improvement Law Italk about improvement Laws Italk and Institute Institu

Luces program for all-time records. Ang. Harris, a Luces isgond who played in 199 and went to Notre Dame on a Volleybe scholarship, held the Luces gist scholarship held the points for 22 years. Not any more When I think of some of the all-time greater players in our stoied history. Settant Megan Dosser, Emily Locenis, Amand Megan Dosser, Emily Locenis, Amand Perfon, Joseica Hathaway and Kelsey Wyewer all fabulous hoopsters at Bishept Loce High School Bru one ever had a game life

Eventhough we lost to flishop Dwengs firm still excited for Emma, Kayla an the entire team, and for Taya took Wh a performance! Congratualisines to ne Cooch Mark Pixiey! And I congratula Cooch Cleveland finge and his players, to know that this win was a big one for the believe, a couple years before our first Stabelieve, a couple years before our first Sta-Championship. Those Dwenger girls has a reaf (sture head of them.

### 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 www.waynedalenews.com or emailed to news@waynedalenews.com, with the article in a word document (.doc or .docx) and photo(s) in a high resolution digital format.

#### ASK OUR PUBLIC RELATIONS EXPERTS

Our staff has years of experience in public relations and are here to help. Please contact our advertising department with any questions you may have, as we are happy to provide the quick and simple answer you are looking for.

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