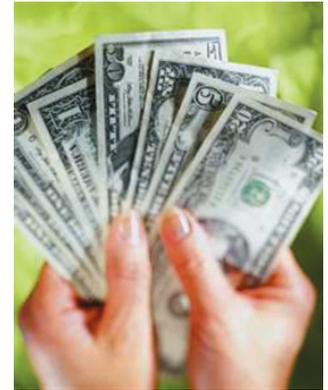




SHOP IN WEST COVINA!



8 compelling reasons to promote YOUR business in Discover West Covina

1. Your advertisement is sent to every home in West Covina.

People check their mail every day.

2. Discover West Covina is also placed on the front counters of every department at city hall.

3. The newsletter is posted on the City of West Covina's Web site. Each month, the Web site receives an average of nearly 100,000 visits and more than 4 million hits.

4. The newsletter is a high-quality production piece, on glossy paper stock in full color.

5. The City handles everything for you, making this the most cost-effective means of marketing your business. We take care of it all: preparing the advertising message within the articles; taking photos; obtaining quotes from the business owner or manager; printing; address labeling;

Discover WestCovina
THE OFFICIAL NEWSLETTER OF WEST COVINA
www.westcovina.org

West Covina Police Department Honored with National Awards

Two West Covina police K-9 officers, Nick Franco and Joe Serrano, recently received awards from the National Police Canine Association.

On July 17, 2011, Franco and his K-9 partner, "Rambo," joined the search for a suspect fleeing the scene of a robbery in a neighboring city. After a vehicle pursuit, the suspect hid from police, but Franco and Rambo located and arrested the suspect.

West Covina's K-9 units received the only two awards given this quarter by the National Police Canine Association for the entire state of California.

On Aug. 13, 2011, Serrano and his K-9 partner, "Rambo," joined the search for hidden suspects wanted for weapons violations. After West Covina police contained the area, Serrano commanded Rambo to search the properties where a suspect was last seen. Rambo and Serrano ultimately located and arrested two suspects.

The National Police Canine Association recognized each of these K-9 teams for their law enforcement efforts with awards—the only two awards given this quarter by this national organization for the entire state of California.

For more information, call the West Covina Police Department at (626) 939-8557.

Get Into the Swim of Summer 2012

The City of West Covina offers many programs at the municipal pool, located at 1702 Merced Ave. Swim lesson registration is being taken now through Aug. 16, for classes including Parent & Me (ages 6 months to 3 years), Tiny Tots (ages 3 to 5 years), six different levels of lessons, group swim lessons, individual lessons and more.

Recreational swimming is also available at the city pool. For more information, visit the City's Web site at www.westcovina.org or call the Community Services Department at (626) 939-8430.

The City of West Covina Independence Day Celebration returns. See page 6 for more information.

bulk mail sorting; postage; and delivery.

6. Discover West Covina has a distinctive brand – people recognize it. Branding builds product awareness and credibility, which can take years to establish.

7. The newsletter is very engaging, as residents – potential customers for your business – want to read the latest updates of what is going on in their city. They read the articles, thus paying attention to your advertisement. They do not view the city newsletter as junk mail or just another advertising throwaway in their mail.

8. The newsletter is a tangible form of advertising, providing a physical presence in your customers' homes and offices. They save it for future reference of grand openings, city events, programs and services. This is the type of communication piece that winds up on the refrigerator door or the home bulletin board, and it is usually viewed multiple times and by different individuals.

To inquire, call Gary Lawson at (818) 489-0041 or Monica Cabrera at (626) 939-3350 or e-mail: advertising4discover@westcovina.org.