

PROMOTIONAL SPOTLIGHT

Branding • Engagement • Profit

This week's spotlight is on
The Times' Home and Garden Show



The **Beaver County Times** is hosting its largest and most popular event of the year - **The Times' Home and Garden Show**, on Saturday, March 24. Community members have the opportunity to visit with 60 exhibitors, watch interesting demonstrations from local home and garden experts - including Penn State Master Gardeners, engage with local animal handlers, meet a well-known disc jockey - Jim Krenn, make a children's craft, and perhaps most popular of all, win the chance to spend one minute in the exciting "money machine." The Easter Bunny will also make a special appearance at the event.

To give back to the community, the Times invites the local Humane Society to staff the concession stand with all profits going back to the organization. In addition, representatives from the Humane Society will bring rescue dogs to the event in hopes of helping them get adopted.

Affordably priced tickets for the event are sold at the Times' building, as well as at key sponsor locations including West-Aircomm and Home Depot and [online](#). In past years, more than 1,200 people have attended the show.

The Home Show is promoted on the Times' website, through a special section on the Sunday before the event, as well as through a fly sheet single-page insert in the newspaper on the Thursday before the show.

Revenue for the event is generated through exhibitor booths, sponsorships, ticket sales and advertising.

For more information, contact [Amy Miller](#).

