

# PROMOTIONAL SPOTLIGHT

Branding • Engagement • Profit

This week's spotlight is on  
LancasterOnline's Pete Eats Lancaster



Developed as a community engagement project, '**Pete Eats Lancaster**' is a video series by **LancasterOnline** that allows readers to nominate their favorite restaurants and dishes by category in Lancaster County. The votes are tallied and the top four restaurants are then visited by LNP's video production team and Lancaster Barnstormers pitcher, Pete Andreleczyk.

Andreleczyk was a natural fit for the series as he loves to eat and is well-known in the community. The series has grown since its early 2017 inception and now has a loyal fan base.

The topics covered so far include pizza, burgers, barbecue, cheese steaks, doughnuts and wings. The series, sponsored by a local appliance store, includes an eight-week promotional package.



Pete Eats Lancaster lends its success to giving readers ownership and a return on their votes with videos that are both informative and entertaining. Keeping the videos short has also been a key to the series' success; the videos get more than 20,000 views when posted on the LNP + Lancaster Online **Facebook page**.

To learn more, contact **Claudia Esbenshade**.