**Emotional Journey Ad Campaign**

Social Media Text

**Anxiety Images**

We cover the journey like nobody else.

Storms take many shapes and forms. From political divisions to financial uncertainties to weather challenges, we stand at the center to provide essential news to inform your decisions. #PANewspapers

**Awe Images**

We cover the journey like nobody else.

Beautiful places. Inspirational people. Breathtaking events. Whether around the world or in your own backyard, we bring you stories that inspire. #PANewspapers

**Curious Images**

We cover the journey like nobody else.

From state politics to local school board meetings, we are your eyes and ears. We serve as a government watchdog to keep you informed. #PANewspapers

**Excitement Images**

We cover the journey like nobody else.

Looking for a stylish pair of shoes, a trendy restaurant or the weekend’s best sales? We provide you with the shopping information that you need most. #PANewspapers

**Joy Images**

We cover the journey like nobody else.

Heartwarming moments make us smile. From the announcement of a birth to the celebration of a wedding, we bring you the stories that touch your soul. #PANewspapers

**Sorrow Images**

We cover the journey like nobody else.

Loss. Disappointment. Misfortune. While we can’t eliminate the sources of distress, we share stories and information to help you through these challenging times. #PANewspapers

**Triumph Images**

We cover the journey like nobody else.

Graduations. Sports victories. Personal achievements. These are the kind of feel-good moments we proudly share with you and our community. #PANewspapers