



## 100.9 Canoe FM Testimonials

"Whether we are trying to get the word out to Curry Motors' loyal customers or looking to attract new ones, advertising on Canoe FM is an effective way of getting our message across in a professional and service oriented manner."

Andy Salvatori  
Curry Motors Limited

"We have been an advertiser on Canoe FM since inception. This station is a fine example of what a community is and we are proud to have participated in their success!"

Kim Emmerson  
Emmerson Lumber Limited

"When your business has a message for the community, the best way to have it heard is community radio. CANOE FM is community radio and has been a great communicator for Grill on the Gull and Dominion Hotel."

Shawn Chamberlin  
Grill on the Gull/Dominion Hotel

"HCDC has taken advantage of Canoe FM's advertising programs to promote our numerous small business, community economic development and skills development programs. Our last series of advertising resulted in numerous enquiries and applications. This proves people are listening! Thank you – Canoe FM."

Andy Campbell  
Haliburton County Development Corporation

"Henwood's General Store & Sweet Shoppe has been an advertiser on Canoe FM for the past 5 years, and it's my belief that a regular program on Canoe has helped Henwood's in both visibility and awareness. Supporting our community radio station is a good thing to do, but it's also good business. If you've a business, service or retail operation – Canoe radio is a great way to make contact with your customers and potential customers – day in and day out."

Jim Henwood  
Henwood's General Store & Sweet Shoppe

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"Lindsay Dry Cleaners is and has always been community supportive in everything that we do. Our community is a vast one, and we have the privilege of being part of the Haliburton family. For the third year we have chosen Canoe FM to be our community radio in Haliburton. Canoe FM embodies everything about community that Lindsay Dry Cleaners does. The advertising staff at Canoe FM have the ability to assess and understand all of our advertising needs. Therefore, they are able to run very cost effective promotion campaigns specifically targeted to our customers. Canoe FM is much more than community radio.... it is the voice of volunteers who unselfishly give of their time. To those men and women, we thank you for your dedication and allowing us to be part of your continued success and family."

Ted Rodd & Debbie Brown  
Lindsay Dry Cleaners

"Ever since we arrived in Haliburton County, we've been regular advertisers on Canoe FM. The birthday club and remote broadcasts have played an important role in our communications to our customers and the thousands of cottagers and tourists to the county. We're glad to recommend Canoe to businesses throughout the county – Canoe radio is a great way to let customers know what's going on and what's special – every season of the year."

Jodi Paterson & Dave Staley  
Minden Home Hardware Building Centre

"Canoe FM radio has been a tremendous help in building my business. I started to advertise with Canoe when I first opened Northern Expressions and have used it ever since because I get results. Many of my customers have come in because of the advertising I do with Canoe and not just from the Haliburton area, they come from far and wide to visit my store. Canoe FM has certainly helped promote Northern Expressions, keep up the great work."

Karen Burnett  
Northern Expressions

"The teddy bears and friends at Teddy Time have loved "canoe-ing" from adventure to adventure with Canoe FM – the ripples have traveled to shores we would not have reached without our special "Canoe". Our partnership with the "Story Lady" these last few years has been "bear"ific and we hope you have enjoyed it as much as we have. It is not too often bears are asked to paddle and Teddy Time thanks Canoe FM for inviting our bears and friends to join them almost 6 years ago – we couldn't have asked for a smoother ride."

Carol Dewey  
Teddy Time

**'Hard work gets its reward at the Haliburton Highlands Chamber of Commerce Gala Awards Dinner' – excerpt from the March 24<sup>th</sup>/09 issue of the Haliburton Echo**  
**Haliburton County Warden Dave Burton was effusive in his praise of Canoe FM, whom he chose to be recipient of the 2008 Warden's Award. "The volunteers work diligently to grow and adapt to the County's needs....the station has become the pride of the County."**

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