

West Enders are reading the *Free Press* – and we thank them

Thank you to our current, and our previous, letter writers. Your comments are encouraging and heartening to me and the team, but they also serve a specific purpose for all of us: showing advertisers that you – the readers – are out there. We will work to turn your letters into ads, which lets us bring you content.

(It is not too late to send us a letter, which we would publish in a future edition.)

Thank you again.

David Price, editor, *Free Press*

HUGE FAN OF *FREE PRESS*

I am a huge fan of your work and the product you put out every two weeks.

On a personal level, your paper has a great mix of opinion and local news articles, which makes it an easier read. And on a professional level, I work for a member of parliament and have to read through all the local material available. Your publication is one of the few I look forward to reading, both because you produce original articles (not just rehashing press releases) but also you are very good at including local events.

If I were to give a suggestion, it would be start branching out to a video reporter. Try to put out a podcast of your content on the cheap. You have the information and the network, you should be looking at multiplying your exposure in communities and age brackets that you currently aren't exposed to (youth and online readers).

Keep up the good the work and thank you.

SONNY MOROZ

COMMUNITY PAPERS ARE SUPER

Every second week [I get a pdf by email and] I see "September 27 *Free Press*, regards Beth" (the date changes) in my inbox.

I glance through it and then go back to the articles that interest me.

Such community papers are super and I prefer reading them rather than reading about terrorist attacks.

I look forward to reading the *Free Press* for many years to come!

MURRAY LEVINE

I SUPPORT YOU, I NEED YOU AND I DEPEND ON YOU!

I very much look forward to the two times a month that your paper arrives. I've taught my husband and daughter to look at the *Free Press* to know about anything and everything that is going on in NDG. If I need a contractor, I check the ads in the *Free Press*. I discuss articles in the *Free Press* with my neighbours and the parents of my daughter's friends at her neighbour-

hood school. I talk to my city councillor, the greatest, most competent and caring politician who has ever lived, Peter McQueen, about what is in the *Free Press*. Your paper fills a need. Without your paper, there would be a huge void. Your paper to me and my family is the Bible of anything and everything happening in NDG. If anyone has any doubts, they can talk to me!

JENNIE JONASSON, MELROSE AVE. (NDG)

CONSULT *FREE PRESS* FIRST

Just to let you know, I enjoy reading *Free Press* twice a month.

If I am looking for something special, I consult my area first in the *Free Press*.

Keep it up.

ALAIN HOULE, OXFORD AVE. (NDG)

KEEP IT COMING

I love receiving the *Free Press*. It helps me keep in touch with all kinds of things that are happening in my community. Please keep it coming.

CAROL EDWARD, BELMORE AVE. (NDG)

REGULAR READER

I would like to express my sincere appreciation for your publication, the hard work of your team, and the contribution of the *Free Press* to our community. I am a regular reader and my friends, family and neighbours are as well. More than just a free source of information, the *Free Press* is a crucial source of LOCAL information. Please keep up the great work!

MICHAEL SIMKIN

VENDÔME VILLAGE SUPPORT

I read that you need letters of support for the *Free Press*.

On behalf of the Vendôme Village Association, I would like to express our support for the *Free Press*. It is a wonderful source of information about what is happening in the area. I regularly ask your office for electronic copies of your articles and post them on the Vendôme village Facebook site. Our Facebook page has roughly 100 members and is visited on a regular basis by anywhere from 10 to 200 viewers. This provides additional exposure for your sponsors!

JO-ANNE WEMMERS

FREE PRESS IS CONNECTION TO NDG, NEIGHBOURING COMMUNITIES

In a time when newspapers are going online or going out of business, it is wonderful to have the *Free Press* delivered to my door regularly, free of charge. I enjoy

reading the local news items and issues. The *Free Press* helps me feel more connected to my community (NDG) and to the others nearby.

Thanks for publishing the *Free Press* for free!

HEATHER MCNABB

NDGER READS ALL SECTIONS

Thank you very much for the *Free Press*. I read it thoroughly each time I find a new issue, and depend on it for many things: a sense of the value of real estate in my area, notification of upcoming meetings and other events of interest, and contact info for local suppliers of goods and services. Although I live in NDG, I even read the Côte St. Luc and Hampstead pages because those areas are nearby and I have friends living there. (In fact, I just read about a friend's move in the latest issue.)

The *Free Press* is certainly the most convenient source of such very local and dependable reporting, and I'm extremely grateful for it!

Thank you again.

DANA STAR

GOOD WORK

May I say that I enjoy reading the *Free Press* whenever I can get it.

You do good work.

Best wishes.

HARRY THALER, EARLE RD. (CÔTE ST. LUC)

EXCELLENT CSL COVERAGE

Just wanted to thank you on the excellent work and coverage you do on issues and matters concerning Côte St. Luc. I look forward to reading your paper every issue.

Keep up the good work.

ILAN SAUL (CÔTE ST. LUC)

WOULD LIKE IT MORE OFTEN

I am a resident of NDG and enjoy reading the *Free Press* for local community news often missed by other newspapers. Pity the *Free Press* is not published more than twice a month. Keep up the good work!

KENNETH HEMMERICK

LOVE IT

I love your paper. I enjoy reading about local news and activities, human interest stories and definitely browse the local business ads when I am in need of something. Keep up the good work!

CYNTHIA LESLIE

EXCELLENT SOURCE OF INFORMATION

I wanted to write and tell you how much I enjoy reading the *Free Press*.

It is an excellent source of local information and news. I read almost every issue.

Additionally, I am able to find local resources that I may require through the advertisements in the paper. I prefer to use local merchants whenever I can.

Thank you.

GARY F. MITTON,

MERTON RD. (CÔTE ST. LUC)

READ IT, LOOKS AT ADVERTISEMENTS

I read the *Free Press* every time there is an edition delivered to our door and I look at the advertisers as well.

I recently used the services of Fenetre Deco and I plan to use them again soon. I told the owner that I had found out about them in the *Free Press*.

JOHN WARREN

THANKS FOR COMMUNITY NEWS

Thanks for bringing community news to the neighbourhood. I always look forward to reading your paper and always find it both entertaining and informative.

I believe it's important to support English-language publications in Quebec.

LYNDA PORTER

LOOK FORWARD TO IT

I look forward to the deliveries of the *Free Press* to my building (5350 MacDonald, Côte St. Luc).

The articles are interesting, informative and very useful.

Please continue the good work.

JENNIFER SHUGAR, MACDONALD AVE. (CÔTE ST. LUC)

VALUABLE VIEW

The *Free Press* provides a valuable local view of the all too often neglected communities that are ignored by the major media outlets. Unfortunately, for example, one can search the *Gazette* in vain for reports on local initiatives and the normal comings-and-goings that impact citizens on an intimate day-to-day level.

On the other hand, the *Free Press* features articles regarding traffic issues, commuting difficulties, road work, local enterprises and reports by various elected councillors that permit citizens to appreciate their living environment.

By relying on insightful reporters and dealing with local community concerns, the *Free Press* illuminates the heart and soul of particular Montreal communities; thus providing valued information for an increasingly informed electorate.

JON BRADLEY, ROYAL AVE. (NDG)

CSLER READS ALL SECTIONS

Thank you for publishing the *Free Press*!

Living in CSL, I am happy to read of my neighbouring communities, of the precise, brief, various issues which make up my daily life.

The advertising businesses are from my neighborhood, so simple to follow up on a need. I hope that you keep on printing. Thank you. WIBKE SCHEID (CÔTE ST. LUC)

FREE PRESS HAS THE PULSE

Yes, I back the *Free Press*. And I read the ads. Notably, in the last two weeks I have contacted Mount Royal Roofing for a quote, and visited La Contessa for a custom lamp shade. Hopefully I won't have to contact Collins Clarke funeral homes in the near future!

I read the paper cover to cover. You have the pulse on NDG news. CAROLYN WARD

LIKE ARTICLES, NOT ADS

I enjoy reading the *Free Press*. The articles are interesting, but I do not like all the advertisements.

Keep up the good work!

GAIL GOLDSTEIN (CÔTE ST. LUC)

LOOK FORWARD TO IT IN MAILBOX

Just a short note to let you know how much I enjoy and appreciate your paper. It's good to have the local news, just for us in this area. (I live in NDG, near Decarie and Monkland.) I look forward to receiving it directly in my mailbox!

JACKIE WŁOSKI (NDG)

READ IT EVERY TIME, FOUND A PAINTER

I am writing to share my appreciation for your newspaper with your advertisers and readers. Your paper is delivered to my door every other week and I read it every time. It's important to know what's going on in your local community, especially at a time when we can send email halfway around the world in three seconds.

Your paper offers a snapshot of what's going on in my neighbourhood, what to look forward to and what to keep an eye on, whether that means a cultural event or criminal activity (sigh). It feeds our need to know and gives us a chance to connect with the people we cross on the street and in shops every day.

I even found a great painter!

Thanks again, CHANTAL LAROCHELLE

READ EVERY ISSUE

Just a short note to let you know that I read every issue of the *Free Press* that arrives at my door. I like to be up to date on events and issues in my neighbourhood.

AIDA GORDON (HAMPSTEAD)

APPRECIATE NDG NEWS AND COVERAGE

Wanted to drop a quick note that I am always happy to see the *Free Press*. I appreciate the very local news of NDG and the coverage and opinions of our local councillor.

DAVID PORONOVICH

ON 'MUST READ' LIST

The *Free Press* has long been on my "must read" list. It keeps me up to date on local news and events, and the ads help me locate services when needed. I always read every issue in its entirety. Keep up the good work.

RHODA MADOFF (CÔTE ST. LUC)

POLITICS, AND FREE PRESS, ARE LOCAL

I read the *Free Press* cover to cover. It is my best source of local information.

Thanks for your informative article about speed pumps and new driving restrictions. Very informative and helpful. As Tip O'Neill said "all politics is local."

BARRY LAZAR, OLD ORCHARD AVE. (NDG)

BIG FAN

I love your newspaper and have been a big fan since its inception. The coverage is so important and of interest to all West End locals. I much prefer reading your paper rather than *The Suburban*.

Please keep up the great work. I only wish that I could get a paper copy of your newspaper.* As the paper is not delivered in the Publi-Sac, I scrounge my neighbourhood to find a print copy. I do subscribe online; however...print is so much better.

Thanks for the personal, local coverage. JUDY KOLONICS, TERREBONNE ST. (NDG)

**Editor's note: Unfortunately, at present, it is not economic to target every single building in our three neighbourhoods. We do have many "drop" sites around NDG, Hampstead and Côte St. Luc and are happy to direct people to them. – DP*

FABULOUS, INFORMATIVE AND HELPFUL

I am a columnist for another Montreal-based paper.

As a columnist, I appreciate excellent writing and informative columns. Your paper is fabulous!

It is wonderfully informative and helpful. I always read it and need the community information. The ads are also very relevant and community based. This week, I'm considering one particular ad about refurbishing my fur coat! But for the *Free Press*, I wouldn't have known where to do this locally, as I like to support my community members first.

Thank you for always providing such

vital information.

Very appreciative reader,

SUZANNE REISLER LITWIN

LOVE IT

I LOVE YOUR NEWSPAPER! Keep up the good work and the newspaper as well. I look forward to reading it all the time and find it very informative for residents in the Côte St. Luc, Hampstead, NDG areas.

The advertisements for household needs and restaurants are helpful and, in general, your newspaper provides issues that we should be aware of in our immediate areas.

Thank you and best of luck,

MAUREEN ROTH & BERNARD PONT

PRIORITY READING

I enjoy reading your paper and make it a reading priority when I receive it.

BRIAN ECHENBERG (NDG)

LOOK FORWARD TO IT

I look forward to reading the *Free Press*. The articles are informative and relevant to my community.

THELMA SAVELSON

PRINT APPRECIATED

Just to let you know that your paper, on newsprint, is still appreciated by those who like to read the old fashioned way.

JOSEPH FUKS (CÔTE ST. LUC)

A LITERAL PICTURE

What I like about the *Free Press* (apart from being free) is its relaxed chatty reporting of everyday items of communal life in NDG. Its numerous illustrations also literally give a picture of what is going on in our neighbourhoods.

JOSEF SCHMIDT (NDG)

WAY OF CATCHING UP

I always look forward to my copy of the *Free Press*. It is my way of catching up on what is going on in my community. I am sure that the advertisements are read by your readers. They are very convenient because most of the businesses are located within the same communities that you serve.

Keep up the great work. It is most appreciated!

S. ROBERTS (NDG)

LOVE LITTLE PAPER

I love this little paper, and for its littleness it packs a lot of information. I read almost everything, even the real estate listings. Keep on pressing *Free Press*. You are relevant to me.

LAURA REID

GREAT, USEFUL

The *Free Press* is a great, very useful local publication. I read it every week, and read

most of the ads as well. For me it is a primary source for keeping up with available services, and local/regional businesses. We have recently stopped having *The Gazette* home delivery, as it has become a redundant publication. Online apps provide national and international news, such as from BBC World Service, CBC News, and occasionally *The Washington Post*, *The Guardian* etc.

The *Free Press* remains an essential source for local news, and business information.

KEVIN AUSTIN (NDG)

ENJOY EACH ISSUE

I just wish to tell you that I really enjoy each issue of the *Free Press*.

The papers are delivered to the condo building where I live in CSL.

I enjoy the articles and perusing the ads. Keep up the great work.

JOEL LEVIN (CÔTE ST. LUC)

LOOK FORWARD TO IT

I am responding to your compelling ad in the paper – I truly look forward to the *Free Press* and in fact would love to see a weekly issue. Each issue is packed with local information about the goings on around my neighbourhood and surroundings keeping me up to date on community events, retailers and various suppliers. I like to support local merchants and stay involved with so many wonderful happenings close to home – the *Free Press* allows me to do so.

Thank you!

ANITA SZABADI-GOTTESMAN (HAMPSTEAD)

BEST SOURCE OF INFORMATION

I am an 83-year-old living in NDG. I find that my best source of information about what's going on in and around this community is the *Free Press*. And I need and use this information for living my daily life, and for shopping, and for being informed of things that I need to put in my agenda and follow up on (e.g. flu shots availability etc.) as well new developments that I would like to explore.

As an 83-year-old, I am not as physically active as I used to be, so having this information come to my door twice a month is wonderful. But if it happens not to arrive occasionally, I find that I do go out myself and find a copy on the stand at the bank down the street. Whichever way I get it, I always read it, cover to cover, the same day, and jot down the information that my husband and I might use or need to put in our agendas. I also keep him informed of what's going on around town and in our region which he might not read about e.g. new restaurants, busi- nesses, what the borough *continued on p. 14*

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council is discussing or doing, who and what have interesting projects around town or in the schools, etc. etc. It keeps a community thriving and healthy at every level.

It is a valuable and high quality little newspaper which I would never want to be without. Thank you for keeping it rolling off your presses!

CLAIRE DUPONT (NDG)

I LOVE IT

I love the paper, and eagerly await each issue, anxious to read all the info, and check on the ads. I also pick up a dozen or so, for other tenants in the building. Thank you for your effort! Please keep up the good work!

LEAH SOCRAN

LONG LIVE THE *FREE PRESS*

As someone who likes to keep up on current events, I find no more enjoyable way to do so than by reading through a newspaper. While I find myself choosing to purchase the city or national print media far less often these days, I always take the time to read the *Free Press*.

I love that we live in a neighbourhood where there is support for grass root initiatives, a real artistic community and a politically engaged population. I can't always make it to council meetings but I know I can count on the *Free Press* to fill me in on what I missed. Having the *Free Press* as part of our community allows us an inside look on what's happening in NDG, Hampstead and Côte des Neiges in these busy times when we can't possibly fit in every event. Where else could the day-to-day news and events of our neighbourhood find its way into the hands of more readers? A digital version would be of no interest to me and sadly without the *Free Press* I think much of the news and happenings of our community would go under the radar.

Thanks for all that you do! Keep up the great work and long live the *Free Press*!

JONO AITCHISON

MANY OF US**REGULAR READERS**

Thank you for sending Mr. Olson to photograph our Sweet New Year event at Shaare Zedek Synagogue (September 13), and of course for including the photo and information in your paper. First, his photograph made us look good (really important!) and second, we received much positive feedback due to its publication.

This proves many of us read your paper regularly.

As a Hampstead resident, I always read the *Free Press*, peruse the ads, and appreciate your faithful attempts to cover local

news. I wish you published weekly.

Please feel free to show my note to your advertisers. Be sure we will contact you again.

With appreciation,

SARAH REINGEWIRTZ (HAMPSTEAD)

IMPRESSED WITH *FREE PRESS*

I love the *Free Press*. As a Côte St. Luc resident, I just want to add to the voices of those who really like the *Free Press*. I'm impressed with the variety of news, as well as ads, coming out of CSL, NDG, Hampstead, etc.!

YOSEF D. ROBINSON (CÔTE ST. LUC)

INFORMATIVE AND RELEVANT

As an advertiser and regular reader, I would like to congratulate the *Free Press* for the fine job that it continues to do.

Being a resident of NDG, I find the stories unbiased and well written. In a world where we are inundated with media sources, I find your local content informative and relevant. Advertising in your paper has been a great way to promote my business and reach a large number of people in the West End of Montreal.

Many thanks and keep up the great work,

CHRIS VAN SOEST (NDG)

INFORMS ME

I like your little newspaper because it informs me of what's happening in my neighbourhood and surrounding ones.

It is nice to know what is new in the area as well as being reminded of established restaurants and boutiques, which I support.

The convenience of the *Free Press* delivered with my mail is a big plus.

I would appreciate reading about an event scheduled in the future, rather than later. Perhaps organizers could be encouraged to contact you in advance so that we could attend their events/fundraisers.

Wishing you continued success.

CAROL RABINOVITCH

READ EVERY ISSUE

Excellent newspaper and I read every issue thoroughly because you cover all the bases. Job well done!

MARILYN SEGAL

WINDOW INTO**LOCAL GOVERNMENT**

I am writing in support of the *Free Press*. I read every issue as the stories about municipal works are my window into local government issues. I also read other stories to keep up with local events of interest and the ads to see what's going on with local businesses. Thank you and your staff for providing such a valuable service. In a time of when printed news is in decline the *Free Press* is a shining example of how a local newspaper still has tremendous value.

ANDREW CHURCHILL