



Marketing Your Warrenton Business **A Low-Cost Guide for *Warrenton Towne Centre* Tenants**

By Nicholas Kalis

This pamphlet is provided to you in the hopes it will save you time and effort when researching free or low-cost marketing avenues. Why send out your informative press releases? Consumers find news stories more believable than advertising, hence; your press releases are more effective than paid advertising. Press releases work best when they are truly newsworthy and not simply self-promotional. Don't worry should most of your press releases be rejected, press releases cost little more than the price of postage. Remember, ties in with charities will work wonders for the success of your marketing efforts.

Free Marketing

Send Your Press Releases to:

Media

The Fauquier Citizen

P.O. Box 3430
Warrenton, Virginia 20188
Managing/Business Editor
Paul Smith - psmith@citizenet.com
Business Reporter
Don Del Rosso - ddelross@citizenet.com

Fauquier Times-Democrat

39 Culpeper Street
Warrenton, Virginia 20186-3338
540-347-4222 * FAX 540-349-8676
Robin Earl, News Editor
rearl@timespapers.com

Local Business Boosters

Fauquier County Chamber of Commerce

83A Keith Street
P.O. Box 127
Warrenton, Virginia 20188
540-347-4414
Fax 540-347-7510
mailbox@fauquierchamber.org

Fauquier Business and Professional Women

PO Box 1102
Warrenton, Virginia 20188-1102

Fauquier County Office of Economic Development
35 Culpeper Street
Warrenton, Virginia 20186
540-349-1231
Fax 540-349-5351

Warrenton Economic Development Office
18 Court Street
P.O. Drawer 341
Warrenton, Virginia 20188
540 347-2405

Property Manager

Kalis Development Corporation

Suite 600
1420 Spring Hill Road
McLean, Virginia 22102
703 917-6632
www.kalisco.com
Your landlord can help spread your news to their contacts

Other Tenants

Warrenton Towne Centre

Frost Avenue
Warrenton, Virginia 20186
Your fellow tenants can spread the word of what your latest efforts are

Service Organizations

Be creative! You may wish to partner with the organizations below to better your community and expose your firm.

Altrusa International Inc.

Professional women plan projects dedicated to betterment of the community
P.O. Box 824
Warrenton, Virginia 20188.
Sherry Einarson
540 347-5689

American Legion Ladies Auxiliary Unit 360 –

467 Oliver City Road
Warrenton, Virginia 20186
Joan Williams
540 347-4057

American Legion Post 360

467 Oliver City Road
Warrenton, Virginia 20186
John Williams
540 347-3285

American Red Cross

53 S. Third Street
Warrenton, Virginia 20186
Ginger Hilleary
540 349-2516

Fauquier Citizens for Handicapped Persons

Lib Bartenstein
540 347-3338

Fauquier County Special Olympics

Heidi Davies
540349-1589

Fauquier Lions Club

P. O. Box 643
Marshall, VA 20116

Fauquier Hospital Auxiliary

500 Hospital Drive
Warrenton, Virginia 20186
540 347-2550

Fauquier SPCA

P.O. Box 733
Warrenton, Virginia 20188
540 788-9000

Hospice Support of Fauquier County

Provides free, volunteer, non-medical support for the terminally ill and their families.
42 N. Fifth Street
Warrenton, Virginia 20186
540 347-5922

Lions Club of Warrenton

William "Doc" Plummer
540 347-0017

Friends of the Fauquier Library

P.O. Box 1031
Warrenton, Virginia 20188
Tina Ross
540 349-4290

Rotary Club of Warrenton

P.O. Box 836
Warrenton, Virginia 20188
Meets Thursdays at 12:15 PM
Fauquier Springs Country Club

The Salvation Army

26 S. Third Street,
Warrenton, Virginia 20186
540 341-8385

VFW Post 9835

7344 Leigh Road
Warrenton, Virginia 20186
John F. Turner
540 439-8861

Sample

Press Release

Release: Immediately

Contact: Nicholas Kalis, Kalis Development Corporation 703 917-6632

Subject: Arlington's Oldest Barbershop?

Arlington, Virginia, May 5, 2004 -- On July 5, 2004, the Williamsburg Barbershop and Lloyd A. Woody will each celebrate their 48th anniversary serving Arlington residents.

On July 5, 1956, Roy Hunt opened the doors of his Williamsburg Barbershop for the first time to the Arlington public. Joining Roy at the start in North Arlington's Williamsburg Shopping Center was Lloyd A. Woody. By 1968, Mr. Woody, joined by the founder's nephew, Robert L. Hunt ("Bob" to generations of patrons), purchased the business from Roy.

Since that time, the Woody-Hunt duo has given countless haircuts to young and old alike. In those many decades, the only substantial change was the relocation of the shop from their shopping center's North Sycamore Street side to the present location on the center's Williamsburg Boulevard façade.

For further information, contact: Lloyd A. Woody or Robert L. Hunt at the Williamsburg Barbershop, Williamsburg Shopping Center, 6504 Williamsburg Boulevard, Arlington, Virginia 22213 (703) 237-8495

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