#1 ISSUE

The Voices of the Columbia Valley

LET S EAT HAT

Try this Kat Maguire recipe special -Jalapeno Popper Zucchini Bake



Well-known foodie and restaurateur, Steven Holliday, shares his recent experience dinning at this local favorite.

VACCINE CLINIC

8 new vaccine clinics to open in East Kootenay. Find out where.

Social Media Marketing For Your Business

Local social media guru Andrea Meadus shares valuable social media marketing skills.

COVER PHOTO TAKEN AND SUBMITTED BY ANN BURNETT



THANK YOU

The Volunteers of the Columbia Valley Voices Online Magazine extend our sincerest thank you to each and every individual that sent in content, reached out and connected, or showed us a little love.

CONGRATULATIONS

To our submission contest winners:

Jessie Blakley

Allegra

Josh Grieve



CHEERS

I like the idea. With all these Covid restrictions going on for almost a year, we need something positive. Cheers and Jeers on Facebook has become far too negative and toxic.

I think this is what the Valley needs with what's going on in the World Today.

We wanted to say a big thank you and congratulations to everyone who has worked so hard to put this wonderful project together.

LETTER FROM THE VOLUNTEERS

This project came together because of a passion to give the people of our communities a voice. Free of prejudice and having to pay to be heard. We are so grateful you have taken the time out of your day not only to check us out but to read our new publication.

Our volunteers have put in countless hours to provide you with a platform where your voice can be heard. Thank you to all those who contributed content and to all the businesses who sent in advertisements. It is because of your support we were able to meet our publishing date of March 9th to bring you this issue.

We hope you enjoy the pages to follow and check back next week.

VACCINE CLINIC

Beginning on March 8th, seniors aged 90+, Aboriginal people aged 65+ and Elders are able to call Interior Health to register to receive their vaccination appointment. Immunization appointments will begin in our region on March 15.

People born in or before 1931 (90+ years) may call on or after March 8.

Aboriginal people born in or before 1956 (65+ years) and Elders may call on or after March 15.

People born in the year 1941 or earlier (80+ years) may call on or after March 22.

Visit https://news.interiorhealth.ca/news/covid-19-vaccines/ for all locations and additional information





PG 3

RENOVATIONS BEGIN AS NEW LOCAL OWNERS TAKE OVER THE STATION PUB

PG 7

Social Media Marketing For Your Business

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LET'S EAT THAT

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HOPKINS HARVEST

PG 17

THE COLUMBIA VALLEY COMMUNITY FOUNDATION (CVCF) IS SEEKING NEW BOARD MEMBERS!

FOR IMMEDIATE RELEASE MARCH 3, 2021

RENOVATIONS BEGIN AS NEW LOCAL OWNERS TAKE OVER THE STATION PUB

The Station Pub, Invermere's beachfront pub and restaurant, will transfer to new local ownership as of March 15, 2021, with Chris Policar and Ryan (Butter) Karl taking the reins from Justin Atterbury and Jason Powers.

The Station Pub will close for renovations on March 8, and is expected to reopen on March 26. The restaurant's upgraded interior and an expanded kitchen will be the first of many improvements.

As head cook and now co-owner of The Station Pub, Chris will continue "to serve the Valley with straight-up home-cooking." He's working on new items to add to the menu. Future dishes are still "a secret," but he'll keep his favourite: the steakhouse burger. "Working in this kitchen makes me happy," Chris says. "I like to feed the Valley."

Meanwhile, Butter will take over as The Station Pub's new front-of-house manager, which includes training, leading and working alongside the servers and bartenders. He says: "I love this pub and I'm excited to make it even better. A fresh look, great service, the kitchen team's amazing food and that view ... I want you to walk in and it'll feel friendly and fresh."

The new owners have big improvements planned for The Station Pub, says Butter, but "without changing it too drastically."

To learn more about future changes, updates and specials, visit The Station Pub's website, Facebook page or Instagram feed.

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About The Station Pub

The Station Pub is Invermere's beachfront restaurant, located by Kinsmen Beach. Verified Accessible by Access the Valley, The Station Pub is open for dine-in and takeout. Its menu includes gluten-free, vegan and vegetarian options, as well as kid-friendly meals.

https://www.thenewstationpub.com/ https://www.facebook.com/NeighbourhoodStationPub https://www.instagram.com/the_station_pub_invermere/

About Chris Policar Chris moved to the Valley from the Philippines in 2009, with his wife Tetel joining him four years later. Chris started as a sous chef at The Station Pub in 2015 and has led the kitchen team since 2018. Chris and Tetel have two young children.

About Ryan (Butter) Karl

Butter grew up in Invermere, completing the chef training program at DTSS and apprenticing at age 16. He has worked in many of the Valley's restaurants. He will be front-of-house manager at The Station Pub, leading the team of servers and bartenders. Butter and his partner Heather McLeod have three sons

Media Contact: Heather McLeod, 1-250-466-4805 (cell) invermerestationpub@gmail.com



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HOUSING CRISIS



Do you own an Air BnB? Rent out your home for vacation rentals? Bet you make a boat load of cash doing it.

What about the people in our community who can't find a place to live? You realize, we are losing community residents BY THE DAY all because there are no rentals, they're all Air BnB's or vacation rentals. THEN, you find a place and it's astronomically priced, oh and you can't smoke, have pets, talk too loud, or smell.

People in this community need to stop focusing on "the almighty dollar" and lining their own pockets. We're all people living in this community, trying to make our way and make our community a better place. Keep that in mind the next time you see a post on Facebook for someone needing a rental.

An opinion editorial submitted anonymously by a member of our community.



THE DISTRICT OF INVERMERE PRESENTS **THE BOOG-CELLENT** A DRIVE THRU EASTER EGG HUNT 2021 A DRIVE THRU EASTER EGG HUNT 2021



STAY IN YOUR VEHICLE AND JOIN US FOR SOME FREE EASTER FUN! PRE-REGISTRATION REQUIRED LOOK FOR EVENT ON EVENTBRITE.CA FOLLOW INVERMERE BC EVENTS ON FACEBOOK

Social Media Marketing For Your Business

Social Media can be a useful tool for your business marketing, bringing advantages such as engaging with your audience and boosting website traffic.

Once you made the decision to add your business to a platform many questions can arise such as where to start, what type of budget to use, which platforms are best to use, how to balance paid advertising and organic growth, how to create a client base from your audience, how to grow with analytics and much more.

Do your homework by checking out different platforms. Perhaps you find out that more than one social media websites could be useful to grow your business and that's even better. Get on your platforms everyday to either post new content, engage with others and attract new followers.

Start thinking about advertising on the platforms which can be just what you need to grow and you can set your own budget.

We will take a closer look at advertising options in our next column.

Andrea Meadus

Andrea Meadus is an experienced Social Media Manager with a demonstrated history of working in the marketing and advertising industry.

RECOVERY GRANT PROGRAM FOR BUSINESS RECOVERY - EXTENDED

March 4th, it was announced by the B.C. government the deadline for the Small and Medium Sized Business Recovery Grant program has been extended from March 31 to August 31, to ensure businesses have the time they need to apply.

There has also been an adjustment to one of the main requirements to increase eligibility:

The requirement for a business to have experienced at least a 70% revenue loss at some point in March or April 2020 has now been adjusted. It is now a 30% revenue loss in ANY one month between March 2020 to the point of application.

"We continue to listen to B.C. businesses about what they need to navigate through the second wave of this pandemic and position themselves for a strong recovery. This funding has been set aside for businesses to help them rebuild, keep people employed and support B.C.'s economic recovery. We are committed to making sure hard-hit businesses can access these critical funds."

-Ravi Kahlon, Minister of Jobs, Economic Recovery and Innovation



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April Williams

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Jalapeno Popper Zucchini Bake

Adapted from <u>Jalapeño Popper Zucchini</u> <u>Casserole {Easy Recipe} - Miss in the Kitchen</u>

Due to wanting some eats to warm my belly and having to use up some zucchini I over bought last week, I settled on this gluttonous snack bake. Now this dish would work as a great side to any supper or a winner for a game night nibble. I decided to make it as a late afternoon snack to end of the weekend. Perfect as a late lunch and leftovers will be even better for dinner later with a simple salad, no? I have accepted the glutton factor and am willingly going to savour this now. I'll eat salad later!

Overall, it is a simple recipe with simple clean up; so perfect for lazy afternoon activity that concludes with a culinary win!! Well, start playing your curated music playlist and let us get right into this dish...



INGREDIENTS

2 zucchinis sliced (¼ inch)

- 2 jalapenos deseeded and finely diced (optional)
- small bunch of finely diced green onions (3/4 cup)
- 3 cloves of garlic minced (or pressed)
- 1/2 cup of sour cream
- 1/2 cup of cream cheese (at room temp)
- 1 tbsp Greek yogurt (optional)
- $\frac{1}{2}$ cup of shredded old aged white cheddar

- 1 $\frac{1}{2}$ tbsp of ranch seasoning (homemade or otherwise)
- pinch of dried Thai chili flakes (optional)
- 1/2 tsp of ground Himalayan pink rock salt
- ground pepper to season
- 6 slices of cooked bacon diced
- 30 salty crackers (crushed)
- 3 tbsp of melted butter
- non-stick cooking spray or EVOO

DIRECTIONS

Preheat oven to 375 degrees

The veggies can be sliced and diced by hand easy enough. If time is short, machines can do the work too. Keeping dishes to a minimum was my goal, so a knife won here.

Slice zucchinis thick enough that they are firm enough to layer, yet thin enough to cook. About $\frac{1}{4}$ inch works well. Put to the side and prep rest of veg & cheese to build dish.

Add cheeses, sour cream, yogurt to a small mixing bowl. Finely dice deseeded jalapenos and green onions to add to bowl. Add finely diced or pressed garlic, ranch seasoning, salt, pepper and the dried chili flakes to bowl. Top of with ¾ of finely diced bacon and combine ingredients together and set aside.

Place crackers in a medium mixing bowl and use the bottom of a cup to crush crackers into a crumble. Add melted butter (I melted butter in the pan I cooked bacon in, to get all those good bits from pan.) Add rest of dices bacon to cracker crumble and combine. Put aside to top dish later.

Coat 7x11" baking dish with either EVOO or non- stick spray, whatever you have on hand.

Layer zucchini in a 'fish scale' like pattern on bottom of dish. Spread half of the dairy mixture evenly over top of zucchinis; repeat layers with zucchinis and dairy spread again. Top with cracker mixture and bake for a solid 35 minutes till cheese starts to bubble through cracker crust in corners. Time to get that kitchen tidied up, while you're waiting !

Opening that oven door is an experience! Don't get tempted to 'break the seal' until needed, as all the goodness, that tweaks your senses, gets built up in the oven while baking. Once that oven is cracked the smell of the crispy crackers hit your face as a buttery steam bath. Then the sound of the innards of this dish is bubbling away, making it seem like the dish is bobbing to the tunes coming out of your speakers at this point. Let dish sizzle and firm up before cutting into all it's goodness, otherwise getting a post-worthy pic will not happen today! The zucchini is smoking hot; so, a little cool down time is needed for sure.

Once cooled, pair with other offerings to create that super supper. Yet, this dish has the legs to be great all on its own. This is the beauty of being the master of your own kitchen, do whatever moves you.

On that first bite you will taste and feel those slippery, warm zucs are nestled into the velvety richness of the flavored dairy explosion. Finished with the nice textural crunch of the bacon drenched cracker crust, this dish will make its way to your tummy with all that warm completeness! Think of this creation as a deconstructed Jalapeno Popper. You get all the flavours in 1 slice of heaven, not the multiple vessels of the regular pub fare snack we have all become accustom to.

Completion of this creation will leave your tummy warmed, and cravings satisfied, as it did for me!

I have used my zucchinis up, and my kitchen does not look like a bomb went off. That is always a win in my hubby's eyes!

Enjoy the fruits of your labour everyone,

https://www.facebook.com/ kathy.korble

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Kat

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HOPKINS HARVEST

Just off the highway in Windermere BC there is a market called Hopkins Harvest. I recently paid a visit to dine on their well-known wood fired pizza, but before I get into that I would like to share with you some history about this landmark.

Owners Kerstan and Matt took possession of the business from Kerstan's late father Fred around 6 years ago. Fred was known as an entrepreneur with a dream, his dream began to bear fruit when he started to sell produce out of his cube truck around Invermere and surrounding areas.

He would drive his truck to the Okanogan around harvesting season, meet with farmers in the area, load up the truck, and head home to the valley to sell. The relationships Fred cultivated with those farmers are carried on by his daughter Kerstan and her husband Matt, who as years went by, have gone on to befriend more and more farmers. These bonds have been built by trust, respect, love and appreciation for both the hard work they all put in day after day and the end result, a beautiful, spray-free piece of fruit or vegetable. It is this same produce that Kerstan and Matt still take the drive to the Okanogan weekly to hand select. You won't find any GFS or SYSCO products on their shelves.



Photo: The Hopkins Harvest road sign



Photo: Matt and Kersten Hopkins



Photo: The Hopkins Harvest Storefront



Photo: Fred Hopkins

Fred realised his dream and found a piece of land in Windermere to build his market where it still is today. Fred realised his dream and found a piece of land in Windermere to build his market where it still is today. There have been several changes and upgrades over the years, one being a custom-built wood-fired oven. You can find beautiful hand-made pizzas on the menu at The Hot Spot, Hopkins Harvest's very own pizza restaurant built onto the side of the market. They specifically use '00' flour which is of the most refined types of flour ideal for making this caliber of pizza. All of the ingredients you will find on the menu come straight from their market. ALL of them. With this level of care and respect for the product it's easy to believe that Hopkins practises zero waste. Meaning anything showing signs of turning, will get whipped up into a soup, sauce, dip, salsa, used on a pizza feature or daily special. For these reasons and more, they have my respect.

On my visit I was presented with a Margarita pizza and a new menu item, the hot sandwich, consisting of fresh baked in-house sourdough, braised apple, smoked pork, mozzarella, fire roasted onions/peppers accompanied with a warm potato salad and pickle spears. First, the pizza. For me, it is tough to beat a pizza cooked in a wood fired oven. I'm simply drawn to the idea, perhaps it's the level of primitivity, the rawness of the cooking equipment, this is the way it's been done since the beginning. Fire and stone. You may even see pieces of ash on your pizza, but trust me when I say this, nothing is taken away by that. The dough is thin, small amount of char on the crust is a must, the sauce is tangy with a hint of sweetness, the cheese from D'Dutchmen dairy (located in Sicamous BC) is tough to beat, and the fresh basil adds a sense of nutty spice that wakes up the pallet. The Margarita is a classic, it stands the test of time, does not have to be anything more than it is. And these guys do a damn good one. I also quite enjoyed the hot sandwich, done in the same wood oven. The pork was tender, sweet and juice. Complimented well by the smoky fire roasted onions and peppers. The bread is fantastic, fresh loaves of rye, white, whole wheat and even gluten free bread are baked in house and available for purchase. The pizza menu is compact and dialed in.





Photos: Margarita pizza



Photo: Wood Fire Stove

Adding to the list of renovations is a new coffee bar, complete with a stateof-the-art espresso machine. The coffee comes from Rose Bros, Invermere natives that developed a passion for roasting coffee. The Bros are now based out of Calgary AB but you can find their beans for sale at Hopkins Harvest. Susi made me a mocha, it was robust, commanding and soothing all at the same time.

One step in the door at Hopkins Harvest and you quickly become aware that you are somewhere special. There's love here. This is a business of locals helping locals, after all, that's what living in a small town is all about. Community.



Steven Holliday @hungry.holliday

Food writer for @thevoicecv I am researching food culture, looking for food that tells a story, speaks to the soul, and warms the heart.



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THE COLUMBIA VALLEY COMMUNITY FOUNDATION (CVCF) IS SEEKING NEW BOARD MEMBERS!

As we approach our May AGM, we have a couple of Director spots that we are looking fill with passionate, community-minded individuals that believe in enriching the lives in the Columbia Valley.

As a Director you'll support the operations of the CVCF - a charitable organization that focuses on the connection between donors and community needs. Through setting strategic direction, managing policy, supporting growth, and participating on the committee level (such as outreach, finance, or granting) you have the opportunity to work with our incredible team and make our community stronger.

Media Contact: Caitlin Hall-Sharp, Executive Director 250-342-2845 or info@valleyfoundation.ca If you've ever been interested in joining a passionate Board of Directors and making a meaningful impact in our community – reach out to us to learn more! More information on the CVCF is available at www.valleyfoundation.ca and inquiries can be directed to our Executive Director, Caitlin Hall-Sharp at info@valleyfoundation.ca or 250-342-2845.





CANAL FLATS BS

So, the Village of Canal Flats has decided to insert an art installation into our beautiful little town.

I get it, you "received grant money specifically for this purpose". Why are you focusing on grants that are geared towards beautification instead of grants that can help the actual infrastructure of your town? The village needs a serious re-structure and set straight on what priorities are for the people who live here.

This does sound like a great thing to do for a local community and make it look beautiful. That will be great until the town is covered in sewage because the sewer system is decades in need of repair. But hey, a scrap metal structure in the middle of town is a great way to spend money.

An opinion editorial submitted anonymously by a member of our community.



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Across

- 1. Choice of colors 8. Charlotte hoopsters 15. Extreme pains 16. Native New Yorkers 17. Fraternity parties 18. Ankle-to-waist wear 19. Harpist's progression 21. F.B.I. worker: Abbr. 22. Pancho and the Cisco Kid, e.g. 25. Prepare, in a way, as beans 27. Like some treated lawns 28. Launch of 2/20/86 29. Some deer 32. Sugar suffix 33. 1960s-'80s Red Sox great, informally 34. Locale of seven C. S. Lewis novels 36. With 38- and 40-Across, grocery purchase or what can be found in some other Across answers in this puzzle 38. See 36-Across 40. See 36-Across 41. Milk snakes 43. Moo 44. Global financial org. 45. Facts 46. No. before or after a colon 47. Yemen's capital 49. "You're ____ One, Mr. Grinch"
- 51. Coolest, in rap slang 52. Kwik-E-Mart owner on "The Simpsons" 55, 1957 Buddy Holly hit
- 57. Extreme poverty
- 59. "Eat your ___!" (mom's
- order)
- 63. Tropical woe
- 64. Fighting words





65. Move quickly (over) 66. Save

Down

4. Captivate

component

athletes

for short

 Nuclear power since 1998: Abbr. 2. Turn grav, sav 3. Captain's charge 5. Steering system 6. Univ. of Maryland 7. Latin infinitive 8. "The Wizard of Oz" scarecrow portrayer 9. "____ by land ..." 10. Irish exclamation 11. It might be burnmed. 39. Long time

_, I do believe I 12. " failed you" (opening of a 1998 hit) 13. Aftertaste, e.g.

14. Army NCO 20. Turning gray 22. You might get it coming and going **23.** Say 2 + 3 = 6, e.g. 24. Marcos of the Philippines 26. Days of _ 28. Red leader 30. Driver 31. Summation signs 33. Gridiron stats: Abbr. 34. Point just past 11 on a clock: Abbr. 35. Comparable to a pig

37. Greek salad ingredient

42. Castle fortification 46. Hungarian 47. Nancy's pal, in the comics 48. Sour brew 50. Spooky 51. " a Letter to My ove" (Simone Signoret film) 52. Some mil. defenses 53. Like some airline travel periods 54. Wrinkly fruit 56. Actor Montand 58. Gangbanger's gun 60. Dander 61. Follower of "harvard." 62. Back-to-school mo.



WHEN YOU LIVE WITH CHILDREN

You never think anyone is going to bring you the package of hot dogs in the shower but when you have a three-year old that's exactly what happens... and then tries to leave the hot dogs with you.

Me: [Chicken Noises]

Step-son: I didn't know you could speak chicken...

Step-son: I speak cow - MOO Μοσοο Μοσ

Trying to hold onto little kids is like trying to hold onto a bowl of Jello!!

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FOR A FULL-PAGE FOOD WRITE UP

We will ask you to provide the meal set you want tasted, at no charge, to our public food writer. (One of the front facing volunteer positions through the Valley Voice where anonymity is not always possible.) You will be notified when to expect the critic and they will introduce themselves. Once the meal has been completed, you can expect a full-page review, complete with photography of your food, to appear in a future issue.

TO GET ON THE COVER

This one is really easy... take the best photo. If the best photo has been submitted by a business, it's the business who will be credited on the front page.

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