



For Immediate Release

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“Pin Up Challenge” Raises \$2,800 for Campaign at Restaurants and Bars Pete’s Trattoria Restaurant Secures Top Spot and \$6k in Local Advertising

Multimedia incentive package brings area businesses together in support of Mission: Possible joining the Watertown Daily Times, Tunes 92.5, Stephens Media Group, Community Broadcasters & My ABC 50

WATERTOWN (July 12, 2013) – Pete’s Trattoria Restaurant took the top spot in the Mission: Possible “Pin Up Challenge” raising \$677 from the sale of cards demonstrating support for the Watertown Urban Mission’s capital campaign. In all, \$2,836 was raised for the campaign through this contest which ran from Memorial Day Weekend through June 30.

The challenge was sponsored by the Watertown Daily Times, Tunes 92.5, Stephens Media Group, Community Broadcasters and My ABC 50 who put up an advertising package valued at nearly \$6,000 as an incentive for the restaurant or bar that raised the most money in support of the capital campaign.

Rounding out the top three were Colesante’s on Factory Street which raised \$508 just up the road from the Mission and the Paddock Club in the Paddock Arcade which raised \$455. In all, 21 establishments turned in receipts for the challenge which not only raised funds toward the campaign’s \$2 million goal, but also raised awareness in the community.

“This was such a fun contest and we appreciate the enthusiasm, effort and generosity shown by these businesses, their patrons and the media sponsors who stepped up to offer an incredible incentive,” said Erika Flint, executive director. “We want to again say thank you to our friends in the local media, the businesses who pushed their staff to sell the cards throughout the month long contest, and each and every one of you who put your name on a card to show your support for Mission: Possible.”

You can find the complete results and links to articles about the Watertown Urban Mission at www.WatertownDailyTimes.com. Joining the Watertown Daily Times in the multimedia advertising package are Tunes 92.5, Stephens Media Group station WNER-Fox Sports Radio, Community Broadcasting stations Magic 93.1, WOTT-94 Rock, The Eagle-New Country 100.7, WATN-104.1FM/1240AM, and My ABC 50. Altogether, the value of the advertising package which will go to the winner is nearly \$6,000.

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