

Sample of some Copy I wrote for a shot local campaign

#### Copy Idea 1 Shop Dine Live Edwardsville this Holiday Season!

The city of Edwardsville offers many unique options for your holiday season. Small locally owned businesses in the heart of Edwardsville, provides the opportunity to find exceptional one of the kind gifts, without dealing with the hassle of a crowded mall. Shop small stores where you'll be greeted with friendly staff eager to help make your holiday shopping enjoyable. Dine in relax atmosphere and be treated like family in one of Edwardsville's many restaurants. Live the spirit of the holiday season by taking in all of the local festivities and enjoying seasonal atmosphere. Shop Dine Live Edwardsville this year and you're sure to have a great holiday experience. Find amazing gifts that will really impress your loved ones. Fill up with delicious foods and immerse yourself in the holiday spirit all while saving big bucks on gas!

#### Idea 2 Shop Dine Live Locally

The holiday season is coming up on us fast. Avoid crowded malls, unpleasant sales people and the hassle of trying to find a place park. Keep it local this holiday season and explore everything the city of Edwardsville has to offer you. Small locally owned stores and our larger retailers provide a warm inviting atmosphere and find the perfect gifts. Enjoy restaurants unique to the area and fill up on the flavors no other city can compete with. Celebrate the season with local festivities that are sure to put you into that holiday mood. Save yourself time, money and frustration this holiday season and keep it local. Come see what Edwardsville as to offer.

