



Dear Laurel Highlands Visitor's Bureau,

I wanted to take this opportunity to express my sincere appreciation for the partnership that has been created between your organization, its partners and the Canadian Forces Morale and Welfare Services, specifically the CF Appreciation Program.

There are now over 20 partnerships and offers made by individual businesses in the Laurel Highlands area of Pennsylvania and we continue to receive more agreements from your area regularly.

The partnership and working relationship that we have with the LHVB is wonderful; but I would like to also thank you for the leadership and direction that you have taken with this unique opportunity and all the benefits. Simply informing your members of this opportunity is truly an additional benefit of being an active member of your organization.

On behalf of the entire Canadian Forces Community, please accept my heartfelt thanks for the support that you have given us over the past year, I am hopeful that we can continue the cooperation between our respective organizations into the future.

*Partner Benefits which you may share with your partners.*

The CF Appreciation Program has developed international and national partnerships in the categories of Shops, Services, Accommodations, Attractions, Recreation, Entertainment, Dining, Transportation, and Travel.

With over 2,000 partners in over 100 countries around the world we are the largest Military program to provide such a unique opportunity.

Business in the Laurel Highlands Area would gain exposure to over one million consumers on a national level, while the Canadian Forces community would benefit through access to exclusive rates and incentives.

Other commercial advantages include:

- **No charge enrolment or advertising.** Be included in national advertising campaigns that feature website and social media advertising and grassroots advertising through bases, wings and Military Family Resource Centres (MFRC)
- **Recognition as a participant.** Be recognized for your support of those who serve to attract customers within the military community and from all segments of the Canadian Forces population.
- **Appreciation for our Troops.**
- **Access to a significant and loyal customer base.** The One Million Strong community of military members, veterans, civil servant employees and their families are a unique community with impressive buying power that is always actively seeking access to quality products and services. This is your opportunity to lock into an impressively loyal customer base located not only in Canada but across the globe.

I encourage your members to contact you, the LHVB, and speak to one of your staff to discuss this opportunity and how to promote their business.

If a business were interested in additional web presence please have them contact our office directly to discuss the opportunities of an **Enhanced Listings**.  
1-855-245-0330 ext # 7

I am so appreciative of your support and look forward to promoting the Laurel Highlands Visitors Bureau and all of the wonderful attractions, hotels and unique experiences that region has to offer our CF Community for years to come.

Most Kind Regards,

*Lesley Lehman*

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