

NEW**Descriptive
Headline****Local Life publication aims to help the Greater Lehigh Valley business community**

- Local Life Lehigh Valley premieres Friday, September 17, 2021
- Distributed to 72,263 homes weekly
- Press release and paid advertising opportunities

Date/Location

July 28, 2021, Easton, PA

Main Points

LOCAL LIFE LEHIGH VALLEY is a new weekly publication launching Friday, September 17, 2021. This new publication will be distributed to 72,263 homes in the Greater Lehigh Valley area, reaching Express-Times subscribers and other key households each Friday. Local Life contains rich local stories celebrating what's happening in our communities and valuable advertising messages from local businesses. Articles come from seasoned journalists as well as story ideas from the community including area businesses.

Greater Detail**WHAT MAKES LOCAL LIFE UNIQUE? LOCAL LIFE INVITES YOUR INPUT.**

For local businesses and organizations that have a story to tell, Local Life wants to hear it. From grand openings and company milestones to local events or community outreach, Local Life is a publication dedicated to sharing important, educational or heartwarming news and information. Jim Wiegers, publisher and vice

Relevant Quote

president of sales for The Express-Times, notes "Local businesses are the heart of our communities. I am excited for them to have the opportunity to contribute news about their business and activities that enrich the quality of life in our local community." It is free to submit a press release or announcement for consideration, and there is no monetary obligation if a submitted story is published.

Relevant Quote**LOCAL LIFE LEHIGH VALLEY SUPPORTS LOCAL BUSINESS.**

"The Express-Times has supported local businesses throughout the pandemic by offering matching grants and other special programs," said Wiegers. Residents and the business community continue to emerge and return to normal operating status. Local Life will be a new and effective channel to showcase advertising messages that engage consumers and other businesses.

Call to Action

To submit a story idea or press release, visit LocalLifePA.com.
To advertise, contact Jim Wiegers at jwiegers@lehighvalleylive.com or call 813-727-4329.

Local Life Lehigh Valley is affiliated with lehighvalleylive.com.

Contact Info

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**Company
Background**

Lehighvalleylive.com + The Express-Times is an innovative, data-driven marketing agency and the leading source for [news and information in the Greater Lehigh Valley](#). Every day, we shape the conversation and engage thousands of people through quality journalism on lehighvalleylive.com, on social channels, in *The Express-Times*, *Local Life* and email newsletters. As a contemporary publisher, we are well positioned to leverage our rich engagements with consumers to assist businesses in connecting with audiences leading to business success.