

To whom it may concern,

It is my pleasure to recommend Stroll the Lakes, the private neighborhood publication serving the families of the Lakes of Blaine. What makes Stroll the Lakes different from traditional advertising or community media is that the publication is built around the neighborhood itself. The stories, photos, family milestones, local businesses, children, athletes, pets, events, and experiences featured each month come from the families who live there. It is a publication created by, for, and about the residents of the Lakes.

Stroll the Lakes also creates opportunities for trusted local businesses to become part of that community. Rather than focusing solely on advertising, Stroll brings its Preferred Partners together with residents through the publication, community events, business gatherings, social media, and other opportunities to build familiarity and relationships over time.

As a Preferred Partner, Schooley Mitchell has had the opportunity to experience that relationship-focused approach firsthand. Allen Ferrell is intentional about the businesses he invites into the publication and the relationships he builds between those businesses, and the families Stroll serves. His focus is not simply on selling advertising space, but on connecting good local businesses with a community that values relationships, trust, and supporting businesses they know.

I confidently recommend Stroll the Lakes to businesses that value long-term relationships and want to become genuinely connected with the Lakes community. It is a unique neighborhood publication with a strong commitment to both its residents and the businesses that support it.

Sincerely,

Christian Olson
Strategic-Partner
Schooley Mitchell