

Town's Life in Pelham Guide will take new form in 2021

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Pelham, ON – The Town of Pelham's bi-annual Life in Pelham Guide — commonly known as the community guide — will be offered in 2021 as a series of special inserts in the *Voice of Pelham* throughout the year.

The change in presentation and distribution stems from the COVID-19 pandemic's impact on programs, events, and key dates. With continuously changing rules and regulations, producing a guide that could result in irrelevant information within a day after being printed; this outcome does not align with the Town's communications goals.

"The Town's communications plan outlines a commitment to being accessible, accurate, timely, understandable, relevant, and consistent; continuing with the guide in its traditional form this year would conflict with these principles," said Marc MacDonald, communications and public relations specialist. "Working with the *Voice of Pelham* allows the flexibility required to ensure the information the Town is sharing about programs, events, services, and more is as up-to-date as possible."

Town information appearing in the newspaper will be presented as centre spread pull-outs, printed in full colour and on heavier, brighter stock than traditional newsprint. This format is designed for residents to pull out the section and keep it as a quick-reference guide until the next installment is printed.

The first Life in Pelham insert will be in the March 10, 2021, issue of the *Voice of Pelham*. There is no set publication date for the remaining issues; they will be included throughout the year dependent upon COVID-19 factors.

– 30 –

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