

Public Relations

Ideas to promote us

With the demise of throw-away small newspapers and the loss of big name ones, we have to be creative. Most of us have one or more internet groups we interact with to some degree. This morning this editor checked a couple of hers and lo and behold saw many 8 and 40 postings. Made me realize it was **free advertising**.

We can tell our story there, in brief. Just decide ahead of time if you want your personal info out there or need to use a personal message site from your group. Get our mission out there.

Who knows, there may be someone looking for a new adventure and you just offered it to them. Some may want to make a donation. Tell them how to address the checks and where to send them.

Give a brief history of our organization being more than 100 years old and working to garner funds for cures for children with lung and respiratory diseases.

Give them a comfort casserole recipe that this editor calls 8 & 40 Italian comfort Casserole kids love.

Preheat oven to 350°

Mix together a pound of cooked hamburger crumples with a can of drained petit diced tomatoes, 1 ½ cans tomato sauce, a couple of hands full of cooked noodles of choice, and optional drained can of corn or peas. Put into 9x12 oven proof dish and bake for 20-25 minutes. Toward end of baking, pour remaining tomato sauce evenly over mixture and add slices of cheese of choice to cover. Bake 5 to 10 minutes more or until sauce warms and cheese starts to melt. Serve with bread of choice and a salad. Easy dinner for a mom or dad with a sick child. You may have helped the child and parents as well.

Share with all your Partners, friends and makes a great welcome dish for new neighbors. Whatever, you are promoting the 8 and 40. And shared with your Partners.

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