

## Valpak Announces Howard's Meats Bakery & Deli as Winner of its Show Your Love, Shop Local Sweepstakes

**St. Petersburg, Florida, August 10, 2020** — As COVID-19 continues to impact small businesses across the country, [Valpak](#), a leader in local print and digital marketing, recently announced the winner of its [Show Your Love, Shop Local](#) sweepstakes.

The campaign ran from April 29 to July 10 and asked consumers to shop local, then tell Valpak about an exceptional small business (or businesses) in their community. This entered them for a chance to win \$2,500 for themselves and another \$2,500 for that small business! Designed in response to the effects of COVID-19 on small businesses in communities that Valpak serves, it echoes their commitment to “help business grow and neighborhoods thrive,” even during the most challenging times.

The winning business, [Howard's Meats Bakery & Deli](#), a family owned and operated meat market located in the heart of Lambertville, MI., has been in business for over 30 years and was selected from a pool of thousands of small business entries.

Store owner Jan Howard will receive a check for \$2,500, while Joni R., who submitted the winning nomination, will also be awarded a check for \$2,500. Checks are set to be awarded to Howard and Joni during a ceremony on Thursday, August 13 at 1 p.m. ET. Joni said in her entry that Howard's has super friendly customer service, a quality selection of meat and incredible homemade baked goods and deli dishes. She also reported that Howard is community-minded and frequently participates in or leads local fundraisers, helping veterans, students and families with discounts and donations.

Howard's is also a longtime Valpak client, advertising in the iconic Blue Envelope of Savings through the Valpak of Northwestern Ohio office, which has been under the ownership of Jim Slattery for over 37 years. Ray Camp, Howard's local Valpak marketing consultant and friend shared, “Jan has one of the biggest hearts out of anyone I know. Not sure how she does it, but she runs the store, remains an active member in the community and still finds time to acknowledge and support her customers and friends.”

When the winners were notified, each expressed how happy they were to win not only for themselves, but for each other – truly a testament to the spirit of the sweepstakes, the strength of their local community and the neighborhood-first focus that Valpak strives to support.

### **About Valpak**

Valpak is the nation's premier direct mailer, trusted by 34,000 businesses to drive sales and brand awareness through easy-to-measure, results-oriented advertising solutions that work. For more than 50 years, Valpak has introduced millions of consumers to local business offers and opportunities. Our network of nearly 140 local franchises provides unparalleled customer service and market knowledge to business owners in thousands of neighborhoods across North America. Each month, our Blue Envelope of savings is mailed to nearly 35 million demographically targeted households in 43 states. Contact us today to see what Valpak Direct Marketing can do for your business. Connect with us on Twitter: @Valpak and Facebook: @ValpakAdvertising.