



# Escape Squad

EST 2022

To Ana, Cindy, Carl and all of the amazing team at West Coast Radio,

When we, at Escape Squad, take the time to reflect on our first year of business it is hard to imagine that we would have arrived where we are without the ongoing support and hard work of all the team at West Coast Radio. Overall, our first year has been successful and we know West Coast Radio played a huge role in that success.

Being new business owners we struggled to determine our path for advertising but now it is clear we have made the right choice. Ana was incredibly helpful and gave us the opportunity to explore what radio advertising could do for us without making us feel pressured. Within a few weeks of beginning our radio advertising we had many customers come in to Escape Squad saying they heard our adverts on the radio, and as time went on this happened with increasing regularity.

We first knew we were putting our advertising in the hands of experts when, after we had a short planning meeting, the team brought us two of the most amazing adverts we have heard. Carl did an amazing job producing the adverts. Adverts that we have received many compliments about. As time went on we then had the opportunities to engage in different ways with West Coast Radio, all of which have benefited Escape Squad. Through the awesome radio adverts, numerous fun competitions and the visits from the promo team we have seen the Escape Squad name become well known in the Peel Region Community.

Cindy, and previously Daisy, have constantly come to us with new and exciting competitions to promote Escape Squad. We are always excited to see what they have in store for us next and they make advertising through West Coast Radio easy and fun.

If you are considering advertising for your business we, at Escape Squad, highly recommend the team at West Coast Radio. They are a hardworking organization and that takes our advertising seriously. And, more than anything 97.3 Coast FM and 91.7 The Wave are an integral part of the Peel Region Community and, by advertising with them, your business can quickly become part of the community as well.

I would like to thank all the team at West Coast Radio for the amazing service they have provided us here at Escape Squad.

From,  
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