

Brochure - The Cabins on Rainy Lake

Target Audience: tourists, families

Purpose: to show a wonderful place for vacationing families in the summer

Product: The Cabins on Rainy Lake, Ontario, Canada

Brochure: <top – front page> THE CABINS ON RAINY LAKE

<footer/bottom> front page:

The beauty of a loon cascading across the waves takes you in...

<inside left page copy>

Go ahead, take your family on a vacation to Canada...

Your loved ones are important to you. Allow a summer destination in the deep Canadian woods to take over your lives, even if it's only for a week or two. Leave your troubles and stress at home.

A family-owned operation...

The Cabins on Rainy Lake have been an institution for three generations. Family owned and operated by the Jennings family since 1944, one can only expect the finest treatment and family hospitality. George and Abigail started the establishment and have passed it down to their children and their children's children.

Each cabin says hello to its inhabitants...

The Cabins were built decades ago, and for all those years, the Jennings family have been waiting for each summer to roll around, just to show others the cabin's wonderful amenities; screened-in porches, great views, multiple bedrooms, full kitchens, and dining rooms.

<inside right page copy>

And speaking of great views...

The Cabins have the most beautiful views in southern Ontario. Just steps from the beach and surrounded on three sides by lovely pines, every cabin looks out over the water, which can appear like glass on a cool, crisp morning.

A SPECIAL for our wonderful guests...

When reserving your spot at *The Cabins*, just know that you, our guest, will be able to receive the third week **50 percent off** if you pay for the first two weeks by April 1st. As soon as this date rolls around, this **SPECIAL** will be off the table.

A second SPECIAL item for our wonderful guests...

When arriving at *The Cabins* for your stay, you will receive a coupon book filled with dozens of discounts totaling hundreds of dollars from the small businesses in the neighboring town of Fort Frances, Ontario. Giving you these discounts is our way to say thank you.

Sample piece. I was not hired by The Cabins to write this, but it illustrates the excellent results I can deliver for you.