

## **ROADRUNNER PUBLICATIONS, INC.**

January 06, 2017 - Press Release

### **Roadrunner Publications, Inc. launches the Hidden Meadows News, replacing the Hidden Meadows Meadowlark.**

VALLEY CENTER, CA. - January 06, 2017 - Roadrunner Publications, Inc., announced today that it has launched the Hidden Meadows News, a monthly newspaper publication for the community of Hidden Meadows, California.

Meadowlark owner ARO was dissolved in December. Its assets were transferred to the Hidden Meadows Community Foundation. The foundation wanted a new look, a new newspaper, new everything – so they approached Roadrunner Publications, which has been serving the area, including many Hidden Meadows subscribers, since 1974. The Roadrunner has a lot of experience and knowledge about the Meadows community, having published the Meadowlark for many years for the ARO before that organization took the publication in-house.

The Roadrunner agreed to publish the Hidden Meadows News in association with the foundation.

Roadrunner publisher Justin Salter commented, “We are delighted for the opportunity to bring the same level of professionalism and community-oriented news coverage to the community of Hidden Meadows that we currently provide for Valley Center, Escondido, and surrounding communities.”

#### *Hidden Meadows News replaces the Meadowlark*

The Meadowlark has been publishing for 25 years. Its last issue was December. Vol 24 issue 12 was in December. Effective immediately, the Meadowlark will no longer be in operation.

The Valley Roadrunner published the Meadowlark for 15 years back in the 1990's and 2000's. Our intention is that all Meadowlark writers will continue to write for the new paper, which will have similar editorial policies to the former newspaper and will have as its chief goal to provide the many diverse voices of this vital and unique community a platform.

The Hidden Meadows News will offer saturation for 1,700 addresses and retail businesses in Hidden Meadows and the immediate area. That makes it an excellent advertising medium for reaching a prosperous and well educated demographic. Not to mention making it THE way for organizations in the Meadows to reach their neighbors.

Wendy Smith-Rogers, president of the Hidden Meadows Community Foundation, greeted the news with enthusiasm: “2017 promises to be an exciting year for Hidden Meadows! As the president of the Hidden Meadows Community Foundation, I am thrilled that The Roadrunner has taken over the publishing of our monthly newspaper, the Hidden Meadows News. Their professional staff ensures a quality paper with a wide variety of news from the community and a balance of advertisements. Happy reading, everyone!”

For any questions, please contact (760) 749-1112

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*Roadrunner Publications - Publisher of the Valley Roadrunner & Escondido Times-Advocate*