

# Please be advised

The B.C. & Yukon Community Newspapers Association and its member newspapers across B.C. and Yukon Territory make every effort possible to ensure that readers are not misled through advertisements in our newspapers. Because our investigations are not fool-proof, readers are asked to be cautious of telephone solicitations. Bona fide market research companies who conduct research via telephone have no vested interest in the promotion of a particular product or service, but are simply looking for information regarding your habits on behalf of their clients. They will identify themselves up front and advise readers that they are not selling anything.



**Community  
Newspapers  
Association**  
British Columbia & Yukon

