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Mississippi Mills Chamber of Commerce springs into action with \$25,000 marketing campaign

Mississippi Mills ON – April 27, 2009 - Riding high on the enormous success of its “Go Green: Plant a Tree!” fundraising campaign, the Mississippi Mills Chamber of Commerce is launching a series of print and multimedia marketing initiatives to build the town’s economy. The initiatives contained in an approved \$25,000 budget include:

- A print advertising campaign profiling Chamber members
- A smARTown WiFi initiative for downtown Almonte
- A series of YouTube and Facebook-friendly promotional videos
- Financial support of MAAP’s Art of Living print campaign
- And public relations outreach to attract new members

The Mississippi Mills Chamber of Commerce’s \$25,000 marketing budget comes from fundraising events and memberships. This year’s sold out tree sale, led by Chamber members Carolyn Klickermann and Al Potvin, raised \$16,000, an impressive 225% jump in revenue over last year. Two major events yet to come are the Chamber’s Annual Golf Tournament in August and its second annual Business Awards Gala in October. Monthly business networking Mixers round out the events calendar, found at www.mississippimills.com. Demonstrating its commitment to local businesses, the Chamber is committed to invest in local suppliers for all its advertising and marketing services.

“Our Chamber’s goals are to support, be the voice of and maintain a strong working relationship with members, welcome new members to the organization, and communicate our momentum and value to the business community,” says Don St. John, owner of Don’s Meat Market and Acting President of the Mississippi Mills Chamber of Commerce. “Our new marketing initiatives will raise the profile of our members while letting the world know what a great place Mississippi Mills is to run a business, visit, and live in. It’s a win for everyone involved.”

This summer the Chamber will lead the “smARTown WiFi initiative” to provide free WiFi Internet access in downtown Almonte. If this proves popular, smARTown access can be expanded to other parts of Mississippi Mills in future years.

A bi-monthly ad campaign will profile individual chamber members and their businesses as well as promote upcoming Chamber events.

The Chamber has commissioned videographer/director Will Richardson and scriptwriter June Veenstra to create a series of four two-minute videos focusing on the business, home, recreation and entertainment opportunities available in Mississippi Mills. The videos will be posted on YouTube, and free for local businesses to include on their Web sites, blogs, Facebook, Myspace and other social networking sites. The videos will also be available in HD and DVD format.

In addition, a public relations campaign will highlight the Chamber's successes and report on the progress of its business and economic development initiatives.

Want to know more? Members of the business community interested in what the Mississippi Mills Chamber of Commerce has to offer are invited to attend its monthly 'Mixers' where local business people network, identify new opportunities, and work together to build the town's economy. For more information please visit <http://www.mississippimills.com>.

For more information or to arrange interviews, please contact:

Jennifer Noxon

Tel: 613-256-8809

Email: jenoxon@gmail.com