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FOR IMMEDIATE RELEASE

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CHAMBER LAUNCHES NEW CAMPAIGN

Columbia, MO – April 6, 2010 – The Columbia Chamber of Commerce announced today the development and launch of a new campaign to support the economic development and vitality of Columbia. “It’s Your Business” is the Chamber’s effort to communicate the benefits of, and highlight the sources that supply a healthy economy in our community.

As organizations in Columbia and the surrounding region strive for improvement of the overall health of the community, the area’s economic vitality emerges as a key component, and commerce and economic development are at the core of this effort.

“It’s Your Business” will work to meet the following objectives:

- Raise awareness of the benefits of a healthy economy in Columbia
- Connect the idea that job creation is the underpinning element of a healthy economy
- Brand Columbia as a “business friendly” community
- Promote doing business and buying locally
- Support regional efforts to attract new or expanding businesses to the area in concert with Regional Economic Development, Inc., Connecting our Regional Economy, Columbia Area Job Foundation, Centennial Investors and others

“We believe a vital economy affects everyone who lives and works in Columbia and, therefore, is everyone’s business – this campaign was designed to support that,” says Byron Hill, chair of the Columbia Chamber of Commerce. “We want to demonstrate that while the Columbia Chamber is leading the effort, the entire community benefits from a strong business environment.”

The “It’s Your Business” campaign will profile local citizens and their view of what attributes are important in their community including their story of business growth. Citizens are encouraged to show support by promoting the campaign at, and through their place of business by displaying the campaign logo. Individuals interested in becoming involved in the “It’s Your Business” campaign and receiving their participant pack and campaign logo can contact Emily Poore at 874-1132.

The Columbia Chamber of Commerce was established in 1905 and is a voluntary, member-supported organization of business, industrial and professional people who are dedicated to developing, promoting and maintaining a sound and healthy economic climate for Columbia. The Columbia Chamber of Commerce has been recognized as a 4-Star Accredited Chamber by the United States Chamber of Commerce.

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