



PRESS RELEASE

FOR IMMEDIATE RELEASE:

Poughkeepsie Area Chamber of Commerce Launches “Think Local First” Campaign Promoting Area Businesses.

(Poughkeepsie, NY November 16, 2005) The Poughkeepsie Area Chamber of Commerce is proud to announce the launch of a new marketing campaign entitled ‘Think Local First’. This marketing initiative was designed to promote local businesses by encouraging people in the area to patronize local shops and businesses first, especially during the holiday season.

“For almost 100 years, the Poughkeepsie Chamber has dedicated itself to helping businesses in the local community prosper,” stated Charles North, President of the Chamber. “With this new campaign we’re asking the local community to help us by asking them to patronize local businesses whenever possible. That goes for any product or service you may need so when you shop, dine or go online ‘Think Local First’. Buying locally is good for our economy in so many ways. It helps keep our local businesses in business. It helps keep local people employed and it generates sales tax revenues that come right back to our communities,” continued Mr. North. “It just makes good sense.”



The campaign was presented to local media executives at an introduction breakfast held yesterday at the Poughkeepsie Grand Hotel. “We’re asking all the local print, TV, radio and outdoor media companies to partner with us by donating ad time or space to help us create awareness in the market of this new campaign,” said Charlie North. Through their generous help and support we believe we can make a huge difference in the local economy this holiday season and even all year long. Reception by the local media was very favorable and the campaign is scheduled to kick off as early as today.

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Poughkeepsie Chamber Launches "Think Local First" (continued)

Mr. North enlisted the help of Momentum Advertising & Design, a local full-service marketing and advertising agency, to bring the campaign to life. "When Charlie contacted us about this campaign, we were very excited to be their partner on such a meaningful project," stated Steve Mayhew, President of Momentum.

Momentum developed the logo which will become the foundation of the campaign as well as print ads, billboard advertising and radio script. Momentum, through its partnership with Platinum Video and Recording, is also producing a 30 second television spot that will air locally.

Although the campaign was developed to help create interest locally for merchants during the holiday season, the goal is for the program to continue indefinitely. Any local business or advertiser who is interested in displaying the logo on their storefront or in their print ads should contact the Chamber and the logo will be e-mailed to them. Ultimately, the more support and awareness created for the program, the more successful it will be.

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