



FOR IMMEDIATE RELEASE
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FOX CITIES CHAMBER OF COMMERCE & INDUSTRY TO PUBLISH NEW BUSINESS RESOURCE GUIDE

(Appleton, WI) - The Fox Cities Chamber of Commerce & Industry is pleased to announce that sales for its upcoming business resource guide are now underway. The 5,000 guides are on target to print this summer, and will be distributed in and around the Chamber service area.

The forthcoming Fox Cities Chamber business resource guide will act as an ideal community reference guide with the ability to serve as an informational relocation publication and exceptional Chamber membership recruitment tool. This customized publication will feature a refreshing writing style, coupled with eye-popping design and colorful pictures - grasping the distinct character of the community. In addition to the profile portion, the publication will include a complete Chamber business directory.

Advertising in the Fox Cities Chamber business guide has unrivaled advantages. The multi-platform advertising bundle goes beyond the traditional print publication to include: a community website and downloadable NewView eBook®, which converts the publication's editorial, pictures and design elements into a digital format; on-the-go wireless access via various web-enabled devices; and the searchable vpMobile.us® Business Directory Portal, featuring the Chamber's entire membership directory, available wirelessly, 24/7. Since 1996, the Village Profile® website has seen over 250,000,000 hits from Internet locales around the world and from all manners of users. This considerable traffic will prove beneficial to the entire Fox Cities Chamber of Commerce & Industry community.

In addition, a custom chamber, user-friendly Smartphone app is now available--accessible via the iPhone and Android--an extension of Village Profile's enhanced connectivity not offered anywhere else in the Chamber publishing industry.

This leading-edge publishing program is made possible through a partnership between the Fox Cities Chamber of Commerce & Industry and innovative Chamber publisher, Village Profile®.

For publication and advertising information or to reserve ad space now, contact the Fox Cities Chamber of Commerce & Industry or Sales Representative **Brian Ewerdt** at 920-734-7101.

The Fox Cities Chamber captures the energy of one of Wisconsin's most dynamic regions and transforms it into innovative programs and services for its business members. The Chamber serves all of the Fox Cities communities -- the cities of Appleton, Kaukauna, Menasha and Neenah; the towns of Buchanan, Clayton, Grand Chute, Greenville, Harrison, Kaukauna, Menasha, Neenah and Vandenbroek, and the villages of Combined Locks, Hortonville, Kimberly, Little Chute and Sherwood. The Fox Cities Chamber plays a leadership role in regional economic development efforts in Northeastern Wisconsin.

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