

Sample Press Release Info for a Ribbon Cutting

From:

For Release:(Date)

Name/Title:

Address:

City/
State/Zip:

Phone Number:

New:(Type of Business):

Set to Open (City/Date):

NAME Of BUSINESS, a new, TYPE OF BUSINESS will open DATE at STREET ADDRESS LOCATION, owner, NAME announced today.

A Ribbon Cutting ceremony will be held at TIME. The public is invited to browse through the new store, enjoy complimentary refreshments and register for door prizes. NAME says the store will offer DESCRIPTION OF MERCHANDISE/SERVICES.

Hours will be 0:00AM to 0:00PM, days of week.

Please add any other items of interest, size, décor of the new facility, brand names carried, parking, etc. Any information that makes your business unique.

CONTACTS...

TELEVISION MEDIA

KCBY.....541-269-1111

KEZI.....541-297-6039

RADIO MEDIA

Bicoastal Media.....541-267-2121

K-Dock/KDCQ.....541-269-0929

Lighthouse Radio.....541-269-2022

NEWSPAPER MEDIA

The World Link.....541-269-1222

South Coast Shopper....541-269-0310

Welcome to your...



BAY AREA CHAMBER of COMMERCE and AMBASSADORS GUIDE to EVENTS

BAY AREA CHAMBER OF COMMERCE AMBASSADORS

Chair: **Stacy Dewater**
541-267-7804

stacy.gavette@gmail.com

Co-Chair: **Lonni Corona**
541-297-8179

drakesagetank@yahoo.com

A detailed guide to help you arrange and plan your Ribbon Cutting, Grand Opening or Chamber Business After Hours Event.

Grand Openings and Ribbon Cuttings

THE DATE...

Tuesdays through Fridays are the best days of the week.

THE TIME...

9am to 5pm is the prime time to receive media attention and increase guest attendance for a Grand Opening

For a Ribbon cutting... 12:15pm or between 4:00pm and 5:30pm are optimal times, especially if you are inviting other business owners and associates.

THE INVITATIONS...

The Mayors, City Council, County Commissioners, Chamber Members, Chamber Board of Directors, Suppliers, Contractors, your Bank Officers, your company officials and spokespeople, and all local media. Personalized invitations are a nice touch for any occasion and should be sent out three weeks in advance.

A PRESS RELEASE....

Send your press announcement to the local media including TV, Radio and newspapers with a follow up phone call three weeks prior to your event. (See sample press release).

THE EVENT...

Decorate your business, serve hors d'oeuvres and wine, coffee and /or dessert. Have a drawing for door prizes or a guest registration



What to expect at your event from the Chamber and Chamber Ambassadors

The Bay Area Chamber of Commerce and the Chamber of Commerce Ambassadors enjoy the privilege of attending and providing assistance with Ribbon Cuttings, Grand Openings and the Business After Hours Events.

Ribbon Cutting and Grand Openings....

Upon your decision to have a ribbon cutting or grand opening, if you notify the Chamber of Commerce office, a mass email containing your information will be distributed to other Chamber members. The more detailed information you can provide the better. In addition to providing the over-sized scissors and ceremonial ribbon, the Ambassadors will help welcome and direct your guests. They will also provide a photograph for display of what is absolutely a momentous occasion for your business and our community.

Chamber After Hours...

These events are posted on the Chamber of Commerce webpage calendar, as well as in the monthly Chamber Report and are mentioned at the weekly luncheons.

A mass email is sent to other Chamber members the week of and day of the event as well. The Ambassadors will act as your greeters for the event. We can provide name tags, 50/50 tickets (50% of the proceeds go to the winner and 50% goes to the Ambassadors), and door prize tickets. (Door prizes to be provided by the event host).



Business After Hours

THE DATE...

Bay Area Chamber of Commerce Business After Hours Events are held on the **last Thursday of every month** in different Bay Area business locations throughout the community.

THE TIME...

Business After Hours Events are scheduled from 5pm to 7pm. At 6pm the business owner or a speaker designated by the business will be given the opportunity to address the After Hours attendees with a brief description of what sets their business apart.



WHY HOST A BUSINESS AFTER HOURS EVENT?...

These events are a way for members of our community to come together and network in a festive environment while showcasing the host business. Remember to have flyers or business cards in easily accessible areas for guests to take with them throughout the evening.

THE REFRESHMENTS...

Previous events have included hors d'oeuvres and wine with either an array of wines or a featured vineyard or dessert and coffee.