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**FOR IMMEDIATE RELEASE**

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**Princeton Regional Chamber of Commerce presents  
Greater Trenton: Catalyst for Growth in Trenton**

**Trenton, NJ – January 29, 2016** – The Princeton Regional Chamber of Commerce is proud to present **Greater Trenton: Catalyst for Growth in Trenton** on Tuesday, February 9<sup>th</sup>, 7:30 a.m. – 9:30 a.m. at the Wyndham Garden Hotel in Trenton. The event will feature a presentation about **Greater Trenton**, the new nonprofit organization that will leverage private funds to promote economic development and revitalization projects in the Capital City. Event speakers include the leaders of Greater Trenton Bernie Flynn, President & CEO, NJM Insurance Company and Caren Franzini, former CEO of the state Economic Development Authority. The event will also feature Nelida Valentin, Director of Cluster & Business Development, New Jersey Innovation Institute, Brenda Ross-Dulan, EVP, Region President, Wells Fargo and opening remarks from Mayor Eric Jackson.

“This event will help give Princeton Regional Chamber members, and the public at-large, additional perspective about Greater Trenton’s mission, which is to facilitate partnerships and bring together the financial and human resources needed to enhance the vitality of our capital city, with a focus on the downtown core,” said Flynn. “The benefits of a thriving Trenton extend far beyond the city to both our region and our entire state.”

This event is organized by the Princeton Regional Chamber of Commerce with Presenting Sponsors: Borden Perlman Salisbury & Kelly, Engineers Labor-Employer Cooperative, NJM Insurance Company, TD Bank, Thomas Edison State University and Trenton Thunder, along with Supporting Sponsors: Janssen, Kaufman Zita Group, Mercer County Improvement Authority and Stark & Stark.

Tickets for the event are \$30 and can be purchased online at [www.princetonchamber.org](http://www.princetonchamber.org) or at the Wyndham Garden Hotel in Trenton on the day of the event.

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**The Princeton Regional Chamber of Commerce** - The Princeton Regional Chamber of Commerce is a membership organization committed to promoting business growth within Central New Jersey and the Princeton Region. With a network of over 1,200 members and associations representing 250,000 employees and billions of dollars in annual revenue, the Princeton Regional Chamber of Commerce is proud to be the fastest

growing Chamber in Central New Jersey, with its core membership primarily focused in the five central New Jersey counties, in addition to serving members as far away as New York, Philadelphia and Canada. More information about the Chamber can be found at [www.princetonchamber.org](http://www.princetonchamber.org).