



PRINCETON REGIONAL  
CHAMBER OF COMMERCE

*champions for business*

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**FOR IMMEDIATE RELEASE**

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**The Princeton Regional Chamber of Commerce has been awarded the Marketing Contract to Promote Tourism Services in Mercer County**

**Chamber working with EFK group in Trenton and local municipalities to market tourism**

**Princeton, NJ – February 23, 2015** - The Princeton Regional Chamber of Commerce is proud to announce that it has been awarded a competitive contract by Mercer County to promote tourism throughout the county. These funds will be utilized by the Chamber in partnership with the Chamber's Convention and Visitors Bureau as part of its marketing strategy to promote Mercer County as a destination for travel and tourism. The contract provides the Chamber with \$30,000 for 2015 with the opportunity to extend the contract for two additional years.

The Chamber has enlisted the services of the EFK Group, an award winning marketing firm based in Trenton, as a partner for this project. This dynamic combination of creative marketing expertise and regional tourism experience will strengthen the economic impact of the efforts to promote tourism. "We are very excited about the opportunity to serve the residents and businesses of Mercer County through this project," said John Thurber, chairman of the Princeton Regional Chamber and Vice President for Public Affairs of Thomas Edison State College. "Mercer County offers a wide range of remarkable attractions for our visitors, and we believe there is great potential to increase the economic impact of tourism for our region."

"Tourism brought in over \$1.9 billion dollars to the Mercer Region in 2013," said Peter Crowley, President and CEO of the Princeton Regional Chamber. "That economic impact continues to grow, and with it comes new jobs and increased income for our region. We expect our annual study of the economic impact of tourism will demonstrate that this investment by Mercer County will yield significant and measurable benefits."

The Chamber's Convention and Visitors Bureau has already created partnerships with numerous regional attractions and demonstrated its success as a destination marketing organization. "Through our collaborative efforts with Mercer County Parks, Frontier Airlines, McCarter Theater, the Trenton Thunder, the Sun National Bank Center, Grounds for Sculpture, Princeton University, Trenton's historic and cultural attractions and many other groups, we expect to be able to develop a compelling brand marketing campaign," said Patience Purdy, Chairperson of the Chamber's Convention & Visitors Bureau Steering Committee. "By adding innovative online and mobile marketing approaches to the campaign, we expect to leverage these attractions in exciting new ways."

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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 the Princeton Region and surrounding areas. With more than 3,000 individual Chamber member contacts and more than 1,000 Member companies, the Princeton Regional Chamber of Commerce membership covers five central New Jersey counties including Mercer, Somerset, Middlesex, Hunterdon and Monmouth with membership as far as New York, Philadelphia and Canada. More information about the Chamber can be found at [www.princetonchamber.org](http://www.princetonchamber.org).