



PRINCETON REGIONAL
CHAMBER OF COMMERCE

champions for business

182 Nassau St.
Suite 301
Princeton, N.J. 08542
Phone 609-924-1776
Fax 609-924-5776

FOR IMMEDIATE RELEASE

Media Contact:

Gina Guarino
Princeton Regional Chamber of Commerce
Marketing & Events, Senior Manager
(609) 924-1776, ext. 108

Princeton Regional Chamber of Commerce Launches Inaugural Campaign

Princeton, NJ – April 3, 2017 –The Princeton Regional Chamber of Commerce [PRCC], Central New Jersey’s largest Chamber, announced today that they are launching a new multimedia advertising campaign that will focus on the Chambers regional growth and highlight the business experience the Chamber is bringing to its member companies. **This campaign marks the first time a Chamber of Commerce in this region has taken this advertising approach.**

The Princeton Regional Chamber has tripled their revenue from just over \$500,000 to over \$1.65 million in eight years and has more than doubled their membership from 600 companies to just over 1300 companies today. The Chamber has experienced extraordinary growth since 2000, now leading all Chamber organizations in Mercer County and Central New Jersey. This growth has allowed the Chamber to implement eight new business programs and service over 11,000 individuals in 2016.

“It is exciting to see the impact of the Princeton Regional Chamber throughout the region,” said Rick Coyne, Chairman of the Princeton Regional Chamber of Commerce. “We look forward to continuing our expansion and through this advertising campaign— bring our message of growth and business connections to additional companies and individuals in Central New Jersey.”

The campaign aims to highlight the exceptional level of connections that PRCC members are making and why the Chamber’s growth is beneficial to the business community. The Chamber is emphasizing its position as a *champion for businesses*, not only in Princeton, but all of Mercer County with multimedia channels consisting of television spots and digital TV advertising with Comcast Spotlight and a regional billboard campaign with the Interstate Group. The inaugural Chamber television campaign will be featured on CNBC, CNN, ESPN, FOOD CHANNEL, HLN, and the Travel network.

“We are excited to partner with StimulusBrand Communications and Riverview Studios to launch this unique and vibrant campaign,” said Peter Crowley, President and CEO of the Princeton Regional Chamber of Commerce. “The campaign features testimonials from regional business leaders who mention exactly why the Princeton Regional Chamber of Commerce works for them. We are honored to be in this position of growth and excited to offer our members more and more business opportunities.”

The campaign will run on and off for the remainder of 2017 and will deliver roughly 1 million impressions to companies and individuals doing business in the Central NJ region.

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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 5,000 individual contacts and more than 1,300 Member companies, the Princeton Regional Chamber of Commerce membership is primarily focused in five central New Jersey counties and stretches as far as New York, Philadelphia and Canada. More information about the Chamber can be found at; www.princetonchamber.org.