



For Immediate Release

Contact: Kathy Gillenwaters, 483-1321

Oak Ridge Chamber's Introduces Quality of Life Interactive Portfolio

June 25, 2007 – The Oak Ridge Chamber of Commerce has recently released an innovative tool to help market Oak Ridge to potential new residents. The Oak Ridge Interactive Portfolio is a 22-page image-intensive booklet which will be distributed to potential new residents in the first phase of a Chamber marketing effort to make Oak Ridge the preferred location to live and work in the Innovation Valley. It includes high-quality photography, information on the Oak Ridge lifestyle and a CD which will link users to a website full of resources potential new residents can use to find out more about particular aspects of life in Oak Ridge.

Ben Andrews, General Manager of Oak Ridge Utility District and Chairman of the Chamber's Board of Directors said, "Housing and Population is a very important part of the Chamber of Commerce's mission. We have set some ambitious goals to increase the population of Oak Ridge, to fill existing homes that are on the market and to stimulate the construction of previously announced new developments and subdivisions. The Interactive Portfolio will help us achieve those goals."

According to Jan McNally, President and CAO of Methodist Medical Center of Oak Ridge and the Chamber's Vice Chair for Housing and Population, said, "The interactive portfolio is a unique marketing effort. We plan to introduce it to area Realtors and Human Resources officers in the coming weeks so that we can partner together in our efforts to bring new residents into the city."

"This new marketing concept will help us communicate and celebrate the uniqueness of Oak Ridge as a residential and business location of choice within the Innovation Valley. We want Oak Ridge to

*Oak Ridge Chamber of Commerce
1400 Oak Ridge Turnpike
Oak Ridge, TN 37830
(865) 483-1321*

be recognized as a desirable residential and business location,” said Homer Fisher, the Chamber’s Vice Chair for Image and UT Senior Vice President Emeritus.

Chamber President Parker Hardy said, “The Interactive Portfolio is just one piece of the puzzle. We will also send potential new residents a lifestyle publication, which will come out twice a year. We hope to use these quality publications to stay in the front of the mind of people who are thinking of locating here. To my knowledge, we’re the only Chamber in America that is combining an interactive portfolio with reinforcing print publications that can allow us to reach a potential resident multiple times with unique messages. Furthermore, we’re delighted that our members have responded very favorably to this approach. They have very generously sponsored ads in the lifestyle publication and pages in the Interactive Portfolio. In fact, member investment in these publications exceeds \$98,000 and we are truly appreciative. Five Chamber member companies are major sponsors of the Interactive Portfolio. They are Avisco, Inc., Methodist Medical Center of Oak Ridge, Endoscopy Center of Oak Ridge, Linda Brown Realty and Rarity Communities.”

Thirty-five member firms have provided financial support for the follow-up lifestyle magazine.

For additional information, contact the Oak Ridge Chamber of Commerce at 483-1321 or www.orcc.org.

The Oak Ridge Chamber of Commerce is a Four-Star Accredited Chamber of Commerce with approximately 700 members.

###