



For Immediate Release

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Visiting Photographer to Snap Pictures for Oak Ridge Chamber Project this Weekend

October 10, 2006 – Devin Miller, a photographer with Craig Williams Creative will be in Oak Ridge this weekend, October 13-15 to take photos for the Oak Ridge Chamber of Commerce’s interactive portfolio and magazine. The interactive portfolio and magazine are both part of a quality of life media package the Chamber will be using to promote residency in Oak Ridge.

“This weekend, there is so much going on in our community: the St. Mary’s Fall Festival; the Secret City Film Festival; the Turbo Turtle Race; the Run for the Rose; and the Boy’s Club Football Classic just to name a few. We felt like this was the perfect weekend to have someone come shoot these special events and to take the opportunity to have pictures taken of the Wildcat Walk, some soccer games, the fabulous museums we have that make our community an exceptional place to live,” said Greta Ownby, Executive Vice President of the Chamber.

“All of these events are aspects of living in Oak Ridge which we want to feature in these publications as we promote these benefits to potential new residents and businesses considering locating in our community,” said Ownby.

The interactive portfolio and magazine are part of an upscale, multi-media collection which eliminates the Chamber’s previous traditional quality of life program and works instead through a concerted campaign including electronic media, opt-in direct mail, top-of-mind awareness (TOMA) materials.

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“This is an exciting project for us and for Oak Ridge,” said Ownby. “Devin is an outstanding photographer and we’re looking forward to having his work as a part of our new collection. We know the community will welcome him this weekend and will be willing subjects for him.”

Miller will provide photo release forms for individuals who are photographed. Parents will need to sign forms for children under the age of 18.

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

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

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