



For Immediate Release

Contact: Kathy Gillenwaters, 483-1321

Ad Sales for *Ridges* Magazine Begin Soon

November 10, 2008 – Ad sales for the spring 2009 issue of the Oak Ridge Chamber of Commerce’s *Ridges* magazine will begin this week and continue in the coming weeks. *Ridges*, with a distribution of 7,500 copies, is produced bi-annually and features stories and photography highlighting the many valuable and intangible things that make Oak Ridge a special place to live, work and visit. *Ridges* and *Solid As Oak* are produced by the Chamber in partnership with Community Link/Craig Williams Creative, an Oak Ridge Chamber-member publishing company that specializes in chamber and community marketing materials. Gary Rogers, an advertising representative from Community Link will begin making contact with area Chamber-member businesses beginning this week.

Ridges is distributed to individuals and businesses requesting relocation information, human resources professionals involved in recruiting new employees, and residential developers and Realtors. The magazine is also available online through the Chamber’s website.

Homer Fisher of the University of Tennessee and chair of the Chamber’s Image department stated, “The first two issues of *Ridges* have been very well received. We have heard from people in the community, potential new residents, human resources professionals and our own chamber membership telling us what a first-class publication this is.”

According to Parker Hardy, President of the Oak Ridge Chamber of Commerce, “Advertisers in our first two issues of *Ridges* have been extremely pleased with the quality of the publication. We appreciate the support of our members as we continue to promote Oak Ridge as the preferred

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

location to live and work in the Innovation Valley. We anticipate a big response to this advertising opportunity as well."

Production of *Ridges* magazine is an initiative of the Chamber's Image department, chaired by Fisher and the Housing/Population department, chaired by Stacy Myers of Advanced Management, Inc. Story and photography concepts are being developed now for the Spring 2009 issue. Contact the Chamber office with story and photography suggestions.

For additional information, contact Greta Ownby at the Oak Ridge Chamber of Commerce at 483-1321 or email ownby@orcc.org. To discuss advertising options for Ridges magazine, contact Gary Rogers at 1-800-455-5600 ext. 2020 or Gary.Rogers@CommunityLink.com.

The Oak Ridge Chamber of Commerce is Four-Star Accredited Chamber of Commerce and a 2008 ACCE Chamber of the Year finalist.

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