



FOR IMMEDIATE RELEASE

COMMUNITY MEMBERS AND BUSINESS OWNERS LAUNCH THE TELLURIDE REGION CHAMBER OF COMMERCE

TELLURIDE, Colorado – April 1, 2013 – With the intent to assist and promote businesses large and small and foster a business culture based on ingenuity and collaboration, community members and business owners have established the Telluride Region Chamber of Commerce. This non-profit organization will offer new and existing businesses tiered and individualized benefit plans to meet their needs in today's evolving economic landscape.

"We want to meet with business owners and together brainstorm ways in which the Chamber can play a vital role in their day-to-day business," said Chamber Co-founder and CEO Jim Riley. "With that as our starting point, we hope to make a more significant impact within the business community and on the local economy, and create a chamber that is relevant to our members."

Beginning in May the Chamber will offer membership tiers, ranging from \$300 to \$5,000 annually, and the opportunity for potential members to schedule a meeting with Chamber staff to discuss their individual business needs.

"Each membership tier was created with the basic notion that business owners don't necessarily have the time to implement a customized chamber experience, but they still want to receive certain chamber benefits. And those benefits range from advocacy to online promotion to member-to-member discounts," said Riley.

Another benefit the Chamber will offer its members – and even non-members – is a place to work.

"We outfitted our main street office with a purpose in mind: a workplace geared towards those who are hungry for collaboration and inspiration," Chamber Co-founder Nichole Zangara said. "We are not only providing the space for individuals to work, but also offering an opportunity for business owners and entrepreneurs to meet other like-minded individuals."

In that same vein, the Chamber intends to act as a catalyst for new businesses, and work with local organizations and governments to identify, develop and implement innovative ways to strengthen the local economy. Moreover, with the assistance of its founding board members, the Chamber will focus on building a business network and creating lasting partnerships for the benefit of the community at large. The founding board members include former owner of the Llama and Chamber Co-founder Fletcher McCusker; Cosmopolitan Owner Chad Scothorn; ASAP Principal Todd Brown; Jagged Edge Owner Erik Dalton; Wells Fargo Mountain Village Branch President Chris Cox; Sotheby's International Realty Broker and Telluride Blues & Brews Festival Production Director Teddy Errico; Studio G Owner Ginger Medrick, and former Executive Director of the Denver Chamber of Commerce Joe Snell.

"We created a board with individuals who represent a cross-section of the Telluride and Mountain Village business community and who demonstrate daily their commitment to this destination," McCusker said. "Aside from the board, when appropriate we will create committees made up of other Chamber members to tackle specific initiatives, programs and special interests. This will give the larger business community and our members an opportunity to participate at a deeper level and make those game-changing decisions."

For additional information about the Chamber or to become a member call 970.728.8920 or drop by the office located at 217B Colorado Avenue, between Azadi Rugs and Paragon Outdoor. A website with all chamber-related information will be accessible in the coming weeks at tellurideregionchamber.com.

###

CHAMBER MEDIA CONTACT

Jim Riley

970.728.8920

jimmyoriley@yahoo.com