



Contact:

Shelly Green  
919-680-8300  
[shelly@durham-cvb.com](mailto:shelly@durham-cvb.com)

Casey Steinbacher  
919-328-8710  
[csteinbacher@durhamchamber.org](mailto:csteinbacher@durhamchamber.org)

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**\*\*\*MEDIA RELEASE\*\*\***

## **Joint Guide planned for 2012**

The Durham Convention & Visitors Bureau and the Greater Durham Chamber of Commerce are pleased to announce they are joining forces to promote Durham to visitors and people relocating by creating a single joint visitor and relocation guide.

Called the Official Visitor and Relocation Guide to Durham, the magazine will be published in January of 2012. By combining three existing vehicles (DCVB's Visitor Guide, the Chamber's Membership Directory and the Chamber's Make It Durham Relocation Guide,) local businesses will save advertising dollars and hassle, plus reach a larger audience at the same time. More than 100,000 copies will be printed and distributed directly to 130 venues throughout Durham as well as to those requesting a copy through DCVB's marketing and advertising.

Last year there were three publications produced, all with similar and overlapping information. "This collaboration is a no-brainer," said Shelly Green, President and Chief Executive Officer of DCVB. "It makes sense because we are the organizations with the most direct access to the request stream. The Chamber and DCVB distribute directly to visitors, and people and businesses in the process of relocating."

The Chamber and DCVB are the recognized organizations in Durham charged with the responsibility of attracting and serving visitors, relocating businesses and new residents. This will be the only Guide used by DCVB and by the Chamber in their visitor and relocation efforts including the Make It Durham program.

"Durham's star has been on the rise for many years, with the last few years seeing a meteoric ascent in attention. The timing for this move simply could not be better as the world has literally taken notice of Durham," said Casey Steinbacher, President and Chief Executive Officer of the Chamber.

The production of the guide is already underway. Businesses and organizations desiring information about advertising opportunities should contact Greg Craft at [ads@durham-cvb.com](mailto:ads@durham-cvb.com).

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**About the Greater Durham Chamber of Commerce:**

The Greater Durham Chamber of Commerce is Durham County's leading business organization, serving more than 1,000 business, government agency and non-profit member firms. Through its community collaboration, programs and activities, the Chamber strives to help create and sustain a healthy economic climate ensuring that Durham is a great place to live, work and play. The Chamber also serves as the economic development entity for Durham County. In the last decade, the Chamber's economic development efforts have assisted numerous companies relocate operations or expand current operations in Durham, resulting in more than \$3.3 billion of investment in Durham and thousands of jobs.