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No Photo Enclosed

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MetroAction Distributes Welcome Bags to College Students

SCRANTON, PA, October 1, 2007— Over 4,000 new college students were welcomed to the Scranton area this fall with welcome bags packed with information from the local business community. These welcome bags were made possible by, MetroAction, Inc., The Greater Scranton Chamber of Commerce, The Scranton Plan, the Lackawanna County Convention & Visitor's Bureau, and the Mall at Steamtown. The bags consisted of information about local businesses in Scranton and acted as a welcome from the business community.

The Destination Downtown program was developed to bridge the gap between downtown businesses and the 8 local colleges and universities in Lackawanna County. Through the welcome bags, students are able to see the great businesses, retail shops, and entertainment venues available to them in the Scranton area. These bags were distributed to incoming freshmen at the following colleges and universities, Baptist Bible College, Johnson College, Keystone College, Lackawanna College, Marywood University, McCann School of Business and Technology, Penn State University and the University of Scranton.

Another great opportunity for the students in the welcomes bags is the Spring Break Giveaway sponsored by the Mall at Steamtown. For more information, visit www.themallatsteamtown.com.

To receive more information on the Destination Downtown Welcome Bag program, please contact Katie James at 570.342.7711 or kjames@scrantonchamber.com.

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