

## **FOR IMMEDIATE RELEASE**

No Photo Enclosed

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### **MetroAction to Conduct Branding Seminar**

**SCRANTON, PA, April 4, 2007**—Registrations are now being accepted for the “Building Your Business Brand” Lunch & Learn seminar. Q-Tips, Kleenex, Jell-O, Xerox...these brands are synonymous with the products they represent: cotton swabs, tissues, gelatin desserts and photocopies. They've built their brand identity.

Learn how to build your business brand so that your product and/or service is quickly recognized, like the Nike swoosh! This seminar will address: what makes up a branding identity, branding vs. marketing, copycat brands, and the three "E" process to help build your brand.

The seminar will be held on Wednesday, April 25, 2007 from noon through 2:00 PM at The Greater Scranton Chamber of Commerce, 222 Mulberry Street in downtown Scranton. The registration fee is \$35 per person and a bag lunch may be purchased for an additional \$10. The deadline for registrations is April 18. Seating is limited!

The Small Business Institute Lunch & Learn seminar series is sponsored by Community Bank and Trust Co. and Bold Gold Media Group and hosted by MetroAction, Inc., the community development arm of the Chamber. The seminar series features various topics that will keep businesses of all sizes competitive in today's business environment. These seminars are open to all business owners and professionals. Bag lunches can be purchased for a small fee.

For more information on the Small Business Institute Lunch & Learn seminar series visit [www.MetroAction.org](http://www.MetroAction.org) or contact Katie James, 570.342.7711, email [kjames@scrantonchamber.com](mailto:kjames@scrantonchamber.com). To register for this Small Business Institute Lunch & Learn seminar and other upcoming Chamber events, visit [www.scrantonchamber.com](http://www.scrantonchamber.com).

MetroAction, Inc., the community development arm of The Greater Scranton Chamber of Commerce, is a non-profit community development organization that provides financing and training to small businesses in northeastern Pennsylvania. MetroAction serves entrepreneurs in Carbon, Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne and Wyoming counties who may not be able to obtain financing at traditional lending institutions. Entrepreneurs can obtain up to \$50,000 for working capital, equipment and machinery purchases or leasehold improvements. To date, MetroAction has helped more than 150 small businesses obtain over \$2.4 million.

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