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Volunteers Kickoff Rediscover Scranton

SCRANTON, PA, December 28, 2006—Energized by Scranton’s evolution and new attitude, community leaders, business owners, colleges and the media connected with The Scranton Plan to launch Rediscover Scranton — a marketing campaign created to tell people what their home town has accomplished and has to offer.

The Scranton Plan, the industrial marketing arm of The Greater Scranton Chamber of Commerce and community leaders launched “Rediscover Scranton” to promote and strengthen greater Scranton’s quality of life and business assets. Through Rediscover Scranton, volunteers are identifying and contacting accomplished people with ties to greater Scranton, informing them about economic, quality of living, and growth opportunities, and encouraging them to relocate their businesses and families to the area.

Rediscover Scranton is targeting individuals who are successful company executives, professionals, entrepreneurs, individuals who work in the creative industry and any other successful former residents. According to Chamber president Austin J. Burke, “Rediscover Scranton is more than a catchy name.” He also stated, “Energetic, committed “Scranton-philes” who believe in the future of our city forged Rediscover Scranton. It is an ambitious plan with clearly defined objectives.”

Rediscover Scranton’s first objective is to identify and contact 4,000 company executives, professionals, entrepreneurs, creative industry talent and other successful former residents of Scranton. Next, Rediscover Scranton will cultivate relationships among the database of prospects and area residents. They will inform prospects about the economic, quality-of-life and growth opportunities through a website, organizational links, a volunteer training program, and our volunteers. Finally, Rediscover Scranton will encourage prospects, based on those opportunities, to relocate their businesses and families to Scranton.

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Volunteers from Rediscover Scranton noted that several very successful individuals have recently relocated, or will be relocating their families and businesses in the near future. Michele Dempsey, president of DxDempsey, moved her architecture firm to downtown Scranton. Ms. Dempsey stated, “Returning to Scranton in 2002, I was energized by the ground swell of change and a charismatic mayor who believed that investing in the city would translate into opportunity for all. Wanting to contribute, I applied for office space in the Scranton Enterprise Center’s Business Incubator due to the tax incentives and opened the doors of DxDempsey: architecture + design. Scranton is a place of innovation and my growing firm helps design those dreams.”

Robert Sprung, chief executive officer of TippingSprung, a New York-based branding and brand-licensing company, is relocating his family and business to the Scranton area in the near future. According to Mr. Sprung, “Having grown up in Scranton and experienced all the area had to offer, I was also able to see a bit of the world by studying at Harvard and at the University of Cambridge in the UK. I started several marketing firms, and Scranton is one of the places we’d like to make our base of operations.” He also stated, “Some things have changed — a commute to New York or New Jersey is very feasible, and part-time telecommuting has become a reality for many, including me. And the things that haven’t changed — the quality of life, cost of living, and tight-knit community — we treasure for staying that way.”

This past Thanksgiving Eve, The Scranton Plan, POWER!, the City of Scranton, Electric City, and Semian Gress hosted an event at the Melberger Arts Center where more than 100 community volunteers rallied their support for Rediscover Scranton. Following the event, volunteers visited area meeting places to reach out to former residents and gather their contact information and e-mail addresses. Prior to the rally, area night spots were given beverage napkins on which former residents were encouraged to log on to www.rediscoverscranton.com for a chance to win a VIP weekend in Scranton. The weekend consists of dinner, a theatrical performance, and hotel accommodations. In addition, volunteers distributed DVD’s highlighting area business and cultural amenities.

Officials from Rediscover Scranton are partnering with local colleges and universities to contact alumni about the initiative. In addition, officials from Rediscover Scranton are building an e-mail database to contact former residents, and volunteers are continuing to gather contact information of individuals with connections to greater Scranton.

Former residents can still log on to www.rediscoverscranton.com and submit their contact information with an e-mail address for a chance to win the VIP weekend in Scranton. Individuals who are interested in learning more about Rediscover Scranton can also contact Krissy Maher to provide their e-mail address and other contact information at 570.342.7711 or at kmaher@scrantonchamber.com. For more information visit www.rediscoverscranton.com.

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