

## **FOR IMMEDIATE RELEASE**

No Photo Enclosed

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# **Chamber Gives Electronic Communications a Boost**

**SCRANTON, PA, December 13, 2006**— Electronic communications from The Greater Scranton Chamber of Commerce received a face-lift.

[e-briefs], the digital newsletter of the Chamber was upgraded to more effectively communicate news and information. The new version of [e-briefs] features a listing of all upcoming Chamber events with links to a secure, online registration form. A mast head graphic was added so subscribers can clearly identify [e-briefs]. In addition, text in [e-briefs] is stylized for ease of reading. [e-briefs] could be described as the "digital baby brother" of *Newsbriefs*, the Chamber's bi-monthly newsletter.

"Many individuals rely on [e-briefs] for Chamber information," stated Scott J. Weiland, communications director, the Chamber. "We are pleased to offer a new and better solution for electronically delivering information."

Anyone, including nonmembers can subscribe to [e-briefs]. If you are interested in receiving [e-briefs], send your e-mail address to Mr. Weiland at [sweiland@scrantonchamber.com](mailto:sweiland@scrantonchamber.com).

[e-briefs] is your exclusive source for the most current Chamber news and event information. Minimal graphics are used, and when used are web optimized for quick load times. In addition, its header graphic was designed to match the style used in Plan It!, the Chamber's printed event and business growth tool. Each issue of Plan It! contains all of the pertinent information on upcoming Chamber events, such as card exchanges, seminars, mixers, and luncheons, and can be downloaded at [www.scrantonchamber.com](http://www.scrantonchamber.com). Each issue also includes a calendar of events that you can pull out and pin up with a single registration that members can use to sign up for multiple events by sending in one registration form and one payment. A "sneak peek" section of next month's upcoming events is also included on the back cover of each issue.

Plan It! is the only mailer members receive each month announcing upcoming Chamber events. Secure event registration and payment is available online at [www.scrantonchamber.com](http://www.scrantonchamber.com). For more information contact Scott J. Weiland at [sweiland@scrantonchamber.com](mailto:sweiland@scrantonchamber.com) or at 570.342.7711.

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