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NOACC Launches “Join Your Local Chamber of Commerce” Campaign

CLEVELAND (Jan. 12, 2011) — The Northern Ohio Area Chambers of Commerce (NOACC) today launched a new membership campaign aimed to increase the number of members in the 120 local chambers of commerce that NOACC represents. The campaign will be comprised of print, web, and radio ads that will be placed in various media throughout Northern Ohio.

NOACC’s purpose in launching the campaign is to **attract** and **retain** members in local chambers of commerce. Some of the benefits available to chamber of commerce members include:

- Networking opportunities
- Advocacy for small-business needs
- Access to key decision makers and community leaders
- Effective marketing opportunities that are targeted to potential customers
- Significant savings on Anthem Blue Cross and Blue Shield insurance and other group programs

“A lot of people don’t know how much value is in their local chamber, and we really want to get the message out there,” NOACC Executive Director Vicky Hawke says.

New members who join a participating NOACC chamber during the campaign will be eligible to receive a six-month free subscription to Cleveland Business Connects (CBC) Magazine, Cleveland's premier corporate events and networking magazine, and a free copy of *Marketing Without Money* by Nicholas E. Bade. Those who join by January 31, 2011, will also receive a free ticket to the region’s biggest chamber networking night at The Great Big Home & Garden Expo from 4-6 pm on Tuesday, February 8, 2011.

Contempo Communications, a Cleveland-based custom publishing and integrated creative/marketing firm, created the campaign, including media selection and logo/brand development. For more information please visit gocontempogo.com or call 216-831-9557.

For more information on how to join your local chamber, please visit www.noacc.org, or call 1-866-GO-NOACC.

About The Northern Ohio Area Chambers of Commerce (NOACC):

NOACC is a regional partnership of more than 120 local and area chambers of commerce across the Northern tier of Ohio dedicated to helping chambers deliver competitive and cost-saving benefits and services for almost 30,000 member businesses. NOACC harnesses the power of this strong chamber partnership to provide benefits and resources that the individual business or chamber would be unable to obtain on their own. The NOACC Chambers have a menu of benefits to choose from to offer the businesses they serve in their local communities. Small and large chambers of commerce look to NOACC to provide benefits and opportunities that make their chambers more valuable to their respective members. For further information, please contact NOACC at 1-866-466-6222 or visit the web site at www.noacc.org.

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