



## Kearney Area Chamber of Commerce

**FOR IMMEDIATE RELEASE**

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### **CHAMBER LAUNCHES CAMPAIGN TO INFLUENCE SPENDING**

**(KEARNEY, NE)** – The Kearney Area Chamber of Commerce announced today that the organization is launching a six week campaign to influence and energize consumer spending in the local market.

The campaign titled ‘Spend time in Kearney, our own stimulus package’ is a project that was developed under the leadership of the Chamber’s Small Business Council. The purpose of the council is to serve as the catalyst for aggressive growth of small business while maintaining Kearney’s position as one Nebraska’s leading entrepreneurial regions.

“We approached the committee with producing a short hard hitting localized buying campaign, with the hope that we could collectively develop a more multi-level approach to fighting this downturn in the economy,” said Jan Rodehorst, Chamber business development and membership director. “Everyone got on board with the concept, thus we have plans for a mass media and grassroots marketing campaign that is intended to make the everyday consumer and business owner think twice about where and when they make their next purchase.”

The mass media part of the campaign is slated to start May 1, and will include television, radio, newspaper and billboard advertising. A grassroots phase will be implemented over the month and will carry in to the month of June. Grassroots efforts will include, but are not limited to the distribution of a customized window cling for Buffalo Bucks, and a number informational communication vehicles, including a marketing toolkit located on the Chamber’s website.

“Our campaign goal is to create a level of awareness of the local businesses throughout the Kearney area and to encourage citizens to make that next product or service purchase in our own backyard,” said Greg Shea, Chamber executive director. “We have a responsibility to our members and the business community as a whole to positively influence our local consumers.”

In addition to this campaign, the Small Business Council on an annual basis offers educational seminars, selects the Small Business of the Year award recipient, provides training and resources to small businesses, and promotes the “Buffalo Bucks” program.