



**PRINCETON REGIONAL
CHAMBER OF COMMERCE**

champions for business

182 Nassau St.
Suite 301
Princeton, N.J. 08542
Phone 609-924-1776
Fax 609-924-5776

www.princetonchamber.org

FOR IMMEDIATE RELEASE

Media Contact:

Gina Guarino
Princeton Regional Chamber of Commerce
Senior Manager, Marketing & Events
(609) 924-1776, ext. 108
Gina@princetonchamber.org

Princeton Regional Chamber of Commerce Launches New Website

Princeton, NJ – July 27, 2017 – The Princeton Regional Chamber of Commerce [PRCC] has launched a brand-new website. The newly designed site offers quick and easy access to essential information and features that allow a comprehensive view of Chamber events, benefits, and member businesses that facilitates an interactive and more engaging user experience, while offering their members substantially more visibility.

The Princeton Regional Chamber of Commerce is a membership organization committed to promoting business growth in the Princeton-Mercer Region. The PRCC is unique in the fact that its central location enables the organization to actively engage individuals, businesses and communities throughout 5 NJ counties and as far as New York, Philadelphia and Canada. Leading the website redesign is the Chamber’s Marketing & Communications Manager, Robert Blanda.

“The website exhibits a beautiful mix of member news and events aimed at the Chamber’s visitors. It is a living, breathing entity that the Chamber will contribute to for years to come. Great care has been taken to make the site visually appealing and offer a more content rich experience, further offering our advertisers better statistics. With unique and original daily content, SEO opportunities will skyrocket—offering members and advertisers more visibility than ever before,” said Blanda.

The website is completely ‘member-centric’ allowing the membership base the ability to contribute daily, making the site attractive to the business and nonprofit community.

“We are excited to launch this new website and look forward to providing our members with easy access to even more valuable information and greater visibility for their businesses. The new site further aligns with our mission to serve our members and promote an environment for business growth,” said Peter Crowley, President & CEO of the Princeton Regional Chamber.

The new website has a clean, interactive design, easy navigation, and enhanced rich content focused on the Chamber’s vision to provide its members with indispensable business and networking resources vital to their growth and success.

“Our vision is to be an effective catalyst for the greater Central New Jersey region and the new website will further institute this vision into a reality, fostering even more valuable resources for our members to connect, promote, and grow their businesses and networks,” said Rick Coyne, Board Chairman of the Princeton Regional Chamber.

Visitors are encouraged to explore the website, sign up for direct emails, and register for one of the many Princeton Regional Chamber hosted events at www.PrincetonChamber.org.

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Princeton Regional Chamber of Commerce –The Princeton Regional Chamber of Commerce is a membership organization committed to promoting business growth within the Princeton Region and surrounding areas. The Princeton Regional Chamber of Commerce is the largest Chamber in Central New Jersey with more than 1,200 member companies and associations representing 250,000 employees and billions of dollars in annual revenue. Membership covers five NJ counties including Mercer, Somerset, Middlesex, Hunterdon, Monmouth, and as far as New York, Philadelphia and Canada. More information about the Chamber can be found at www.princetonchamber.org.