



MEDIA ADVISORY

Date: FOR IMMEDIATE RELEASE – October 28, 2009
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CITY, POWER INN ALLIANCE, AND SACRAMENTO METRO CHAMBER TEAM UP TO REACH OUT TO LOCAL BUSINESSES

WHAT: Staff and membership from the City of Sacramento (City), Power Inn Alliance and the Metro Chamber of Commerce (Chamber) will conduct the second business walk in the Power Inn area. Expected to reach more than 100 businesses, the purpose of the walk is to obtain first hand input and feedback from the local business community on the state of their company.

WHEN: **October 29, 2009 8 a.m. to 1:45 p.m.**

WHERE: Staff will assemble at the **Sacramento Recycling & Transfer Station, Training Room, located at 8491 Fruitridge Road in Sacramento** before assembling into groups to conduct surveys.

DETAILS: As part of a unified goal to retain and expand local businesses, particularly during a slow economy, City, Power Inn Alliance staff and Chamber members will ask key questions from local businesses, learning how they can best promote business and also improve the local economy. Information received from the walk will be used to implement plans and strategies that further enhance the success of local businesses.

MEDIA RESOURCES: Staff from the City, Power Inn Alliance, and the Chamber will be available for interviews prior to the business walk.

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