



## **Ribbon Cutting & Grand Opening Assistance**

The Chamber staff is happy to help its members coordinate ribbon cutting ceremonies and grand openings. Regardless of the occasion - a new business opening, a move to a different location or a business name change - it's an important milestone and the Chamber can help make it easier for you. Following is some important information to help you plan your event.

### The Chamber:

- Schedules ribbon cuttings on Tuesdays & Thursdays at 11:30 a.m. or 4:00 p.m. These days and times have been shown to be the most convenient for those you will be inviting.
- Sends your press release to its media contact list which includes the The Herald Star, Froggy, 106.3 The River, The Weirton Daily Times, WTOV9 & WTRF7.
- Puts a blurb about your event in the weekly newsletter, "In The Know" which gets emailed to over 600 Chamber members and employees.
- Invites representatives from the Chamber Ambassador Club, the Chamber Board of Directors and local elected officials in the city where your business is located.
- Brings the ceremonial scissors and ribbon the day of the event.
- Helps coordinate photos and, if a photographer from the media is not in attendance, takes pictures. Plan on about 5 Chamber representatives to be in the photograph.
- Sends the photo to the media following the event along with names of those in the picture and a short blurb about the event.

### What we need from you:

- A date and time for your ribbon cutting well in advance. This helps the Chamber staff ensure that your ribbon cutting doesn't conflict with a Chamber event allowing our staff and representatives to be in attendance.
- A completed "Ribbon Cutting/Grand Opening" form. Attached.
- A press release at least two weeks in advance of your event.

### Some helpful tips to make your event go smoothly and be successful:

- Invite current customers, family members and employees with a personal invitation or phone call.
- Provide light refreshments.
- Have copies of your press release available for members of the media and guests.
- Have marketing materials, business cards, coupons or small promotional gift items for attendees.
- Have a door prize drawing or contest for those who attend.
- Know who you'd like in the official press release photo to represent your business. Tell them ahead of time. Try to limit it to about 5 or less.
- You can take or have the Chamber staff take additional photographs that include more people after the media has left but be courteous and don't cause their photographer to have to stay too long.
- Have soft background music or videos about your business playing.
- Send thank you cards after the event to those who attended. Include a coupon, business card or other small token of appreciation.



## Ribbon Cutting & Grand Opening Assistance Form

Today's Date: \_\_\_\_\_

Business or Organization Name: \_\_\_\_\_

Event:  New Business/Grand Opening  Relocation  Name Change

Date Requested: \_\_\_\_\_ Time:  11:30 a.m.  3:30 p.m.

Contact Person for this event: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ Products/Services: \_\_\_\_\_

Website: \_\_\_\_\_ Hours of Operation: \_\_\_\_\_

Open House following ribbon cutting Hours of open house: \_\_\_\_\_

Door prize(s) or contests  Tours will be given  Food & drink will be available

Other special guests, events, activities:  
\_\_\_\_\_

Please attach press release and mail, email or fax this form to:

The Jefferson County Chamber of Commerce  
630 Market Street  
Steubenville, OH 43952  
Email: [tmaple@jeffersoncountychamber.com](mailto:tmaple@jeffersoncountychamber.com)  
Fax: 740.282.6285  
Questions? Call the Chamber offices at 740.282.6226.

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Office use only:

Received on \_\_\_\_\_ By: \_\_\_\_\_

Event scheduled for \_\_\_\_\_ at \_\_\_\_\_

Press release sent  In The Know  Chamber reps invited  Photo to media

## PRESS RELEASES 101

A press release is an official announcement (written or recorded) that an organization issues to the news media and beyond. Most press releases can be thorough and complete at just a page long - two pages tops. Ultimately, you want to provide enough information so that news outlets have sufficient material for publishing their own stories about whatever the company is announcing in the release. A good press release may also result in a feature story – reporters are more likely to consider a story if they receive a good press release first. Be clear, with no mistakes and follow the format below.

News Release



**FOR IMMEDIATE RELEASE:**

For more information, contact:  
Erin Smith  
816-391-6182  
[erin.smith@ccpcomposites.com](mailto:erin.smith@ccpcomposites.com)

**CCP Composites Canada Announces Grand Opening of Two New Locations**

**Brampton, Ontario, Canada – September 24, 2012** – CCP Composites Canada is pleased to announce the grand opening of two new facilities located in Ontario and Quebec, Canada. In May, the Ontario facility was relocated from Mississauga (ON) to Brampton (ON), and in August, the Quebec location moved across town to a new facility in Drummondville (QC). Both are larger facilities supporting the recent growth of our business, allowing for the continued excellent service to customers in these regions.

"This investment underscores the ongoing commitment by CCP Composites to the Canadian business and its customers," notes Harold Visser, Managing Director of CCP Composites Canada.

Each facility celebrated their launches with open houses held during the week of September 17<sup>th</sup>, 2012. CCP employees, customers, suppliers and government officials participated in the open houses.

CCP Composites Canada is the leading gel coat and resin manufacturer as well as composites distributor for the Canadian market.

**About CCP Composites:**

Quality products and superior customer service has made CCP Composites an international leader in the production and distribution of polyester gel coats, unsaturated polyester and vinyl ester resins.

CCP Composites is present on four continents, and has three specialized research and development centers. The group provides its customers with innovative solutions, helping them make even lighter, stronger and more sustainable composite materials that create progress.

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September 24, 2012