



ProConnect Public Relations

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ProConnect PR to Provide Services for Arvada Chamber

WESTMINSTER, Colo. (April 20, 2011) – ProConnect Public Relations announced today it has added the [Arvada Chamber of Commerce](#) to its portfolio of clients.

[ProConnect PR](#) will offer its communications strategy expertise in various projects that the Arvada Chamber is pursuing in its ongoing efforts to strengthen the business climate of Arvada and the surrounding region. In one of the first projects due to receive ProConnect PR's attention, the Chamber is investigating a structure in which students at local schools could benefit from direct involvement with a collection of area businesses.

The Arvada Chamber has grown by more than 40 percent in the last two-plus years as businesses have become increasingly aware of Chamber programs designed to encourage healthy commerce.

ProConnect PR will create communications plans for some of the newer programs to help make business people aware of their availability and help maintain the Arvada Chamber's pro-business voice as one of the most powerful in the Denver area.

ProConnect PR will create messaging, provide news releases, establish meetings with media members, assemble promotional material and produce online content, among other tactics.

About ProConnect PR

ProConnect Public Relations, based in Westminster, Colo., provides a wide range of communication services for small-to-medium sized organizations, with an emphasis on relaying the right message to the right people at the right time. Contacts with top reporters across the nation allow ProConnect to provide "Better Connections for Better

Business," a particularly valuable tool in your company's efforts to manage accurate public perception of legal, financial or regulatory issues. For information, go to www.proconnectpr.com or call 303-410-4971.

About the Arvada Chamber of Commerce

Founded in 1925, the Arvada Chamber of Commerce is a membership organization committed to growing and supporting the Arvada business community. Through educational programs, networking opportunities, business resources, strategic partnerships and legislative advocacy, the Chamber empowers businesses to succeed. The Chamber provides leadership and support to members through its leaders' collective expertise in the areas of business ownership, sales and marketing, finance and public outreach. To become a member or learn more, call 303-424-0313 or visit www.arvadachamber.com.