



Greenville Chamber's "Think Greenville" Publication to Attract Businesses and Talent

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(Greenville, SC) The Greenville Chamber has launched a new 24-page, photo-intensive publication designed to encourage individuals and companies to "Think Greenville" as they make plans for the future. Think Greenville promotes Greenville in terms of nine major factors important to people seeking to relocate: Arts & Culture, Downtown, Education (k-12), Entrepreneurship, Employment, Health & Wellness, Higher Education, Innovation, and Recreation.

Think Greenville was funded by the Chamber's *ACCELERATE!* initiative and designed by SCBiz with photo contributions from the Greenville Convention & Visitors Bureau and the City of Greenville. It is currently being distributed in the Chamber's newcomer packets and can also be accessed online at www.greenvillechamber.org/think.asp.

Over the past two years, the Chamber, in partnership with the City of Greenville, has produced a new community video, and manufactured a Greenville Box featuring items made in the region. The Chamber's Vice President of Economic Development Hank Hyatt notes, "Now we have a solid publication to showcase just a few of the reasons we all love to call Greenville home. We are encouraging our members to utilize 'Think Greenville' when recruiting companies and/or employees to the area."

ACCELERATE! investor Julie Godshall Brown notes that, "Despite Greenville's many recent accolades, it can still be a challenge to recruit individuals with the qualifications our local businesses require. Informative, inviting tools like 'Think Greenville' are exactly what we need to make them aware of what a great place Greenville is to live and work. We are thrilled that our *ACCELERATE!* investment is funding such positive, impactful projects."

About the Greenville Chamber's *ACCELERATE!* Initiative

ACCELERATE! is a 5-year initiative to execute proven strategies that focus on three high-leverage areas to raise per capita income in the Greenville area: High-Impact Entrepreneurship, Improving Business Conditions, and Attracting and Developing World-Class Talent. With a detailed plan and in partnership with regional economic development allies, *ACCELERATE!* strives to lead community efforts to address lagging income growth in Greenville. Learn more at www.accelerategreenville.org.

About the Greenville Chamber

The Greenville Chamber is the largest business organization in the Upstate. The Chamber's vision is to build one of the premier business communities in the world by: leading through collaboration, building community prosperity, being the voice of business and enhancing quality of life. For more information, visit www.greenvillechamber.org or call 864-242-1050.