

-----**MEDIA ADVISORY**-----

**Business associations to merge as one unified voice for Saint John region
Partnership one step closer to Reality**

SAINT JOHN, NB March 25, 2014 - Over the past several months a tremendous amount of work has been invested in exploring the viability of forming a partnership among the KV Chamber of Commerce, the River Valley Chamber of Commerce, Saint John Board of Trade, and the Saint John West Business Association. We are pleased to announce we are in the final stages of this becoming reality.

This will be an historic occasion for the business community that realizes the importance of partnership and collaboration; the result is a more cohesive and harmonized voice representing the needs of a membership network.

This newly formed partnership 'to be' will sport a new name and logo, along with expanded partnering on events, pooling resources, enhanced marketing exposure, streamlining memberships, aligning key member priorities and the overall strengthening of the network.

"Throughout this process, we have engaged hundreds of our members, stakeholders and champions, we are pleased that community response has been very favourable" says David Duplisea, executive director of the Saint John Board of trade

We are excited to be taking this important next step forward through the Annual General Meeting forums.

1. The Saint John West Business Association - April 22nd, Lancaster, Legion #69, Wilson St. Saint John, 7:00 pm
2. River Valley Chamber of Commerce - April 23rd, Brundage Point River Centre, Grand-Bay Westfield, 7:00 pm
3. KV Chamber of Commerce - April 24th. Amsterdam Inn, Rothesay, 6:00 pm

These meetings will see the individual Chamber and association groups dissolve to allow a newly formed entity with expanded boundaries to come to life.

The upcoming AGM for the Saint John Board of Trade on May 7th at the Delta Brunswick Hotel in Saint John will be the formal introduction of our much anticipated partnership and key representatives.

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