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## FOR IMMEDIATE RELEASE

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## PRESS RELEASE

Recently the DeKalb County Economic Development Corporation held a Kick-Off Meeting for its 2009 Fundraising Campaign. Seven teams with a total of 56 solicitors met over lunch to learn more about recent DCEDC efforts and determine goals for the year. The Campaign Goal is \$240,000.

The recently completed DCEDC Strategic Plan has identified five key goals and in 2009 the focus is on retaining and expanding existing industry. As part of this effort funds raised during the campaign will be used to support a systematic business retention program that will include visits to county businesses. The purpose of these visits is to discuss needs and opportunities and identify resources to help businesses weather the recession and position themselves for expansion.

Rena Cotsones, DCEDC Vice President for Development and 2009 Fundraising Chair, reminded the group that a contribution to DCEDC is an "investment in our community" and that "it is imperative to market the county now more than ever during this time of economic challenge."

DCEDC is a private/public partnership working to facilitate sustainable economic growth within DeKalb County.