



## Media Release

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***For Immediate Release***

**March 18<sup>th</sup>, 2008**

### **TIMMINS CHAMBER OF COMMERCE LAUNCHES LEADS GENERATION CLUB**

Growing your business can be a difficult process and leads are often hard to come by. The Timmins Chamber of Commerce is proud to announce the launch of the Leads Generation Club, a new resource for members. The intent of Leads Generation is to enable our members to maximize networking opportunities by leveraging the potential for business growth. The group will encourage lead identification and information-sharing for all business people involved - with the ultimate goal of generating more business leads and opportunities.

The Leads Generation Club (LGC) will be made up of business representatives who meet regularly to exchange valuable, qualified sales leads and referrals. Membership in the LGC group will be limited to 25 participants and only one representative from each business sector will be permitted to join on a first-come, first-served basis. This restriction will ensure that there are no conflicts with respect to sharing leads.

The group will meet from noon until 1 pm on the second Tuesday of each month at the Chamber of Commerce; the first meeting is anticipated to take place on April 8<sup>th</sup>. Regular attendance and active participation is essential to the success of the club. LGC membership requires a small annual fee of \$31.50. The initial cost will be more than recouped through the leads and additional business generated via group meetings. All discussions, leads, and information sharing that takes place at the meetings is considered private and will be strictly confidential.

Potential members are required to complete an application form and forward it to the Chamber. For more information, or to join the Leads Generation Club, please visit the Chamber of Commerce website at [www.timminschamber.on.ca](http://www.timminschamber.on.ca) or call (705) 360-1900.

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#### ***About the Timmins Chamber of Commerce***

*The Timmins Chamber of Commerce represents over 700 businesses and has been "The Voice of Business in Timmins" since 1949. Our advocacy and policy initiatives focus on ensuring a positive business climate in the City of Timmins.*