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FOR IMMEDIATE RELEASE

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Sebring CRA to Host Marketing Seminar for Downtown Businesses

SEBRING, Fla. (May 6, 2010) – Sebring’s Community Redevelopment Agency (CRA) will host a Marketing Seminar for merchants, businesses and organizations within the CRA District on Wednesday, May 19 from 8:00 a.m. – noon at the Kenilworth Lodge. The seminar is free to anyone who owns or works for a business in Downtown Sebring.

The seminar will provide information and consultation to downtown businesses on marketing initiatives such as web design, social media marketing, advertising design and promotional opportunities.

“With any successful business, marketing is always a key component. You must know how to reach and win new customers,” said Pete Pollard, CRA Executive Director. “You should always improve your marketing efforts to stay ahead of the competition, and this seminar is designed to help downtown businesses do that.”

To RSVP for the seminar, contact Casey Wohl at (863) 224-6326 (phone) or Casey.Wohl@Yahoo.com (email) to reserve your seat.

The mission of the CRA is to bring about the economic revitalization of an established target area. To create a re-investment environment that attracts private investors into the area. To promote improvements within the redevelopment area through renovation and restoration of buildings, as well as to encourage new construction. To acquire the funding necessary to make the infrastructure improvements necessary to attract investment dollars and improve the assessed taxable value of district properties and to assist the Chamber of Commerce and Downtown Merchants in their efforts to market the downtown businesses.