

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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SPRINGFIELD'S "MUST ATTEND" EVENT FOR YOUNG PROFESSIONALS IS HERE ONCE AGAIN!

SPRINGFIELD- The talents and insights of emerging young professionals in the Greater Springfield Area will once again come together on **June 21, 2007**, when the Young Professional Society (YPS) will hold its third *free* event, from 5:00 to 7:00 pm, at the Springfield Art Museum at the Quadrangle. Mix and mingle among the museum's latest exhibit, "Seldom Seen: Contemporary Art from the Permanent Collection," with paintings, sculpture, and lithographs by Picasso, Lichtenstein, and others!

YPS is proud to be the first organization in the area to provide a *networking resource* for the young professional community in Greater Springfield and the Pioneer Valley. The group was launched by young professionals in the corporate, non-profit, cultural, and public arenas in order to initiate a dialogue on how young area professionals can get more involved in the community in which they live and work. YPS has already received great support.

The premiere event, which boasted over 175 attendees, has paved the way for the implementation for regular monthly events on the third Thursday ("*Third Thursdays*") of each month at various establishments throughout the Pioneer Valley.

The YPS sponsored events have created a buzz among area professionals, and is quickly becoming known as the best networking and social experience offered for young professionals in the area. "Young professionals are out there in large numbers and they are looking for ways to meet like-minded people, enhance their business opportunities and increase their involvement in the community," states Jeff Keck, Executive Director of the Springfield Business Improvement District. "YPS is a great way to develop your connections, both personally and professionally."

YPS welcomes all young professionals interested in participating in this regional effort, to join them in realizing their goal of fostering lasting professional and personal connections between people of diverse backgrounds, while also helping to contribute to the community.

Bring friends, business cards, and an outgoing attitude! Great prizes will be raffled off so be sure to purchase tickets at the entrance! Passed hor d'oeuvres will be provided by Café Lebanon with entertainment by JX2 Productions. For more information on the next event or to learn more about YPS, please email springfieldyps@yahoo.com; Advance reservations are not required but appreciated.

The group is focused on engaging an under 40 demographic in several distinct areas: social and cultural involvement; business/career development and networking; and community involvement through nonprofit organizations and volunteerism. The founding members of YPS are; Maria Burke from Springfield Symphony, Kathleen Plante from the Affiliated Chambers of Commerce of Greater Springfield, Inc., Alyssa Carvalho from the Greater Springfield Convention and Visitors Bureau, Michael Kusek from the Valley Advocate, Michelle Sade from United Personnel, Ryan McCollum from the City of Springfield, Taryn Markham from the Springfield Business Improvement District, Patricia Canavan from the Springfield Public Forum.