



MEDIA ADVISORY

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FOR IMMEDIATE RELEASE
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Young Professional Society of Greater Springfield Continues Success with Its Second Event on Thursday May 24th

Springfield – Downtown Springfield and the Pioneer Valley will have a fresh buzz in the air on May 24, 2007 when the Young Professional Society of Greater Springfield holds its second *free* event, from 5:00 pm to 7:00 pm., at Cobalt Club & Restaurant on Worthington Street in downtown Springfield. 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 Young Professional Society (“YPS”) of Greater Springfield welcomes all young professionals, interested in participating in this regional effort, to join them and begin a dialogue on how to get involved in your community. The group was a brainchild of young professionals in the corporate, non-profit, cultural, and public arenas and has already received great support.

YPS is proud to be the first organization in the area to reach the young professional community and due to the success of the first event, with over 175 attendees, this is becoming known as the best networking and social experience in the area for young professionals. The excitement is so great that the YPS has decided to host monthly events on the third Thursday (“*Third Thursdays*”) of each month, at various establishments throughout the Pioneer Valley.

“The first event proved that young professionals are out there in large numbers and they are looking for ways to meet like-minded people, enhance their business opportunities and will 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 of Greater Springfield has much to offer and welcomes all young professionals who are interested in building this regional effort to attend the event of May 24th at Cobalt. Meet our special guests who are energetic and also young professionals that are behind the upcoming: “*Cause/ Effect Fashion Show*” <http://cause2007.eventbrite.com/> to benefit the Local Boys & Girls Clubs!

Bring friends, plenty of business cards and a fun, outgoing attitude! Great prizes will be raffled off and DJ Hushy will be showcasing his cool sounds! During this initial phase, to RSVP for this event and get more information, please email springfielddyps@yahoo.com; advance reservations are not required.

The founding members include; 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.