

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 August 16, 2007, when the Young Professional Society (YPS) will hold its fifth *free* event, from 5:00 to 7:00 pm, at Skybar at the Skyplex in Sterns Square, Downtown Springfield. With a bird's eye view of downtown, this last social event of the summer should not be missed.

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 from area Organizations, Businesses, and young professionals.

"Third Thursday" events, having continually boasted over 175 attendees, are quickly transforming themselves into the premier networking and social events in the Pioneer Valley.

The YPS sponsored events have created a buzz among area professionals, and YPS has rapidly gained memberships of over 600 in its first five months! "We're really excited about the positive reaction the community has had towards YPS," states Dan Bassette of Get Set Marketing. "We are discovering that there are great opportunities to show the region how important this group of Young Professionals can be!"

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! Hor d'oeuvres and Cash Bar will be provided courtesy of the SkyPlex. For more information on the next event or to learn more about YPS visit the all new website for YPS at springfieldyps.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 formerly of 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.

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