

MEDIA ADVISORY

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FOR IMMEDIATE RELEASE

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Young Professional Society of Greater Springfield Continues Success with It's Second Event on May 24th

Springfield – Downtown Springfield and the Pioneer Valley will have a fresh buzz in the air on May 24, 2007 when a newly formed, regional young professional group 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 will focus 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 to the young professional community and due to the success of the first event with over 175 attendees, 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 are looking for new things to do, wanting to meet and enhance their business opportunities and are hoping to increase their involvement in the community,” sates Jeff Keck, Executive Director of the Springfield Business Improvement District. “YPS is a great vehicle to develop and enhance ones personal and professional growth.

YPS of Greater Springfield will have much to offer and welcomes all young professionals who are interested building this regional effort to attend the event of May 24th at Cobalt.

This is becoming known as the best networking and social experience in the area for young professionals. Meet our special guests who are the energy behind the upcoming: "*Cause/ Effect Fashion Show*" to benefit the Local Boys & Girls Clubs!

Bring friends, plenty of business cards and a fun, outgoing attitude! Great prizes will be raffled off!

The event, which is offered at no cost to guests, During this initial phase, YPS of Greater Springfield has created both a MySpace page, <http://www.myspace.com/sfieldyoungprofessionals>, and an Evite. To be invited via Evite, send an email to springfieldyps@yahoo.com, but 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, Tracy Trial from the United Way of Pioneer Valley, Patricia Canavan from the Springfield Public Forum, and Natalie Madden from the United Way of Pioneer Valley.

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