



PRESS RELEASE AND REQUEST FOR COVERAGE

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FOR IMMEDIATE RELEASE

YPS CALLS FOR LOCAL VENUES TO HOST UPCOMING NETWORKING EVENTS

SPRINGFIELD- The Young Professional's Society (YPS) of Greater Springfield is asking for the support of local venues in hosting what has now become known as "a must attend event" for young professionals in the area. As the group plans their calendar for the upcoming year, they wanted to reach out to local businesses and venues that may have an interest in serving as a host for one of their networking events. The talents and insights of young men and women in the Springfield area come together every third Thursday and the events have quickly emerged as the city's premier social event where young professionals interact and exchange ideas in the interest of contributing to the economic growth of Springfield.

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, held from 5:00pm until 7:00pm, have continually boasted over 175 attendees, making venues with a capacity to hold 250 guests or more attractive locations for the increasingly popular events. Business owners and facilitators for various venues throughout Western Massachusetts have been eager to get involved. As a host venue, businesses are finding that the events not only bring great exposure for their organization, but also allow them to show support for YPS as they continue to promote themselves and serve as a networking resource for young professionals in our community.

Sara Orr, Assistant Director of Marketing and Development for the Springfield Museum said, "It was one of the best events we've ever hosted at the museum, and it was great to see so many new faces here at our facility. It allowed us the opportunity to meet a lot of new and wonderful people; overall the event was a huge success."

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.

For more information please contact Alyssa Carvalho at 413-755-1347 for a "host agreement" which will provide more detailed information on host/venue requirements.

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