

**FOR IMMEDIATE RELEASE:**

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**JOIN MERCHANTS GROUP & SUPPORT COMMUNITY  
With Pomfret Proprietors**

January 23, 2007, Pomfret, CT ... The **Pomfret Proprietors** group – a new merchants' organization formed in Fall 2006 -- is off to a running start and seeks more local participants. This is a prime opportunity to network, share cooperative marketing opportunities and support your town and your neighbors.



Business owners and managers are invited to a meeting on **February 7, 2007 at 7PM** in the **Jahn Reading Room at Pomfret School**. Businesses of any size and profession are welcome, provided they are headquartered in Pomfret. There is no financial obligation to join. The main qualification for participation is enthusiasm and a desire *“to share our beautiful town with others by promoting the excitement and fun of local businesses.”*

To date, the group has accomplished the following:

- Established a mission statement (above) and tagline: *“Close to home...far from ordinary”*
- Formed committees to explore marketing avenues and possible Pomfret events
- Participated in Positively Pomfret Day in October 2006 with a booth and a raffled-off gift basket of local business products and discounts
- Participated in cooperative advertising opportunities
- Gained funding from town government for our economic development efforts
- Created a **website** [www.VisitPomfret.com](http://www.VisitPomfret.com) that lists local events and businesses, with links to their websites

The Pomfret Proprietors group is currently developing a town business map for tourism marketing efforts. In addition, an “antiques road show” is in the works, designed to delight locals as well as bring visitors to our lovely town. ***“What’s It Worth? Ask the experts the value of your antique/collectible...”*** will take place **this summer** in the **Pomfret School Field House...** Details to come! Stay tuned...

For more information on joining the Pomfret Proprietors, please contact DeeDee Markes, Membership Committee at 963-0846 or [DeeDee@pomfretcenterspa.com](mailto:DeeDee@pomfretcenterspa.com).

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