



P.O. Box 357
Williamstown, MA 01267
413 458 9077 Fax 413 458 2666
www.williamstownchamber.com

FOR IMMEDIATE RELEASE:

August 15, 2007

WILLIAMSTOWN CHAMBER LAUNCHES RE-DESIGNED WEBSITE

WILLIAMSTOWN, Mass. – August 15, 2007 – The Williamstown Chamber of Commerce is pleased to announce the launch of its re-designed website (www.williamstownchamber.com). The website is designed for visitors and businesses alike, capturing the attention and imagination of viewers. Its user-friendly design, combined with comprehensive content and stunning visual images, is intended to serve the needs of members, visitors, and the Northern Berkshire business community.

Upon entering the site, viewers are invited to “Come Experience the Northern Berkshires,” a scenario in image and text that piques the viewer’s interest to experience all the Northern Berkshires has to offer. The scenario will be updated to highlight changes in season and events. One of the many new features viewers will appreciate is the ability to narrow or expand their search in each of the five directories (Businesses, Cultural Attractions, Lodging, Recreation, and Restaurants), located on the Chamber Businesses page, through a series of options. A Visitor Newsletter, published seasonally, will highlight for tourists all the cultural and recreational opportunities available in the Northern Berkshires throughout the year.

A detailed listing of each Chamber member can be found in one of the five directories (Businesses, Cultural Attractions, Lodging, Recreation, and Restaurants) located on the Chamber Businesses page. Members’ listings provide an opportunity to offer contact information, hours of operation, payment options, and a description of each business/service.

The website is a major marketing vehicle for the Chamber and its members. Members will have the opportunity to advertise/sponsor on the Chamber’s website and thus effectively market their business/service. This aspect of the new website will be the focus of the September 19 Chamber dinner meeting. Another new feature, designed for Chamber members, is a Members’ Message Board, which provides a communications tool by which members interact on topics of importance in various identified forums.

The Chamber encourages everyone to explore the many enhanced capabilities and features that the re-designed website offers. The Chamber welcomes your comments and suggestions as we continue to serve the needs of our valued members, many visitors, and vibrant Northern Berkshire business community.

###

CONTACT:

Kathleen McDonald

Executive Director

413.458.9077

info@williamstownchamber.com