



GREATER WILKES-BARRE CHAMBER  
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**FOR IMMEDIATE RELEASE: Greater Wilkes-Barre Chamber of Commerce announces new name and rebrand.**

WILKES-BARRE, PA: The Greater Wilkes-Barre Chamber of Commerce is excited to reveal that we will be rebranding our organization and changing our name from the Greater Wilkes-Barre Chamber of Commerce to our organization's original name: the Greater Wyoming Valley Chamber of Commerce.

By embracing and returning to our organization's original name, we will be truly encompassing and representative of all of our member businesses, who stretch all across the Greater Wyoming Valley. We also wanted to update our brand's look and feel to re-position the Chamber as a contemporary organization focused on building a vibrant and inclusive business community.

"With this name change and rebrand, we can further expand the role we play in the overall success of the region, and have a new logo that matches the innovative and vibrant energy of our team, our volunteers, our members, or our programs," says Lindsay Griffin, Chief Operating Officer and Vice President. "Going into this rebrand project, we had new leadership, new members from a broader geographic area, new innovative programs, new team members, and a renewed focus on our core priorities, which were outlined in our 2020 Strategic Plan, completed in December of 2019. Internally with staff and our board, we revamped our messaging to better articulate our purpose, mission, and vision as an organization."

Our strategic mission is that: We are committed to accelerating the economic engine of the region by fostering innovation, connecting our resources, and elevating and advocating for our community.

Our vision is that: We will be the dynamic force in connecting the community, building economic innovation, and elevating the quality of life in the region.

Our new branding encompasses the energy and vibrancy of our innovative organization, captures the brightness and potential for our chamber and our region as a whole, and aligns us with our updated purpose, mission, and vision.

The new colors offer a brighter, more modern take on our traditional dark green and blue tones, to bring a more modern and welcoming visual to our marketing that fit with this new brand and voice. The imagery in our new logo, which was revealed at the end of last night's Annual Dinner live stream, and will continue to see changing across our social platforms today, plays on the organization's original logo,

but with a broader perspective that encompasses our wider geographic range, and our focus on economic and business development.

Additionally, the imagery of the city buildings in the background touch on our focus of economic innovation and progress. Our new logo also strategically features the Elevate the Valley tagline, which is central to our organizations core branding, which we have utilized for all of our email blast marketing, council marketing, and hashtags/social media marketing over the past few years.

“In kicking off our Chamber re-brand, we are returning back to our roots, returning to our organization’s original name and our original charter to embrace and advocate for all our businesses stretching all across the Greater Wyoming Valley,” says Wico van Genderen, President and CEO. “Our core focus in our marketing re-brand is to connect, innovate, and elevate the Valley. Please join our movement - as we reimagine the future and build a more inclusive, diverse, and vibrant business community in the place we all call home - and through it – own our name - the Greater Wyoming Valley Chamber of Commerce!”

For more information visit [www.wyomingvalleychamber.org](http://www.wyomingvalleychamber.org) or contact Lindsay Griffin at 570-408-1724.

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Photo: New Wyoming Valley Chamber of Commerce logo.