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**COALITION TO PRESERVE ROCKVILLE NEIGHBORHOOD BUSINESSES TO  
HOLD APRIL 16 'BUY ROCKVILLE' INFORMATION MEETING**

*All Rockville Property Owners, Retail Business Owners Encouraged To Attend Important  
Meeting About How to Participate In Citywide Buy Rockville Campaign*

**Rockville, Md., March 27, 2009-** All Rockville retail property owners, business owners and interested individuals are urged to attend an important informational meeting about the 'Buy Rockville' campaign and how it can help local businesses on Thursday, April 16, from 5-7 p.m. at the Legacy Hotel in Rockville. The meeting is free, but advanced registration is required by visiting <http://www.rockvillechamber.com/calendar.html>, by sending an e-mail to the Rockville Chamber of Commerce at [rockville@rockvillechamber.org](mailto:rockville@rockvillechamber.org) or by calling 301-424-9300.

The meeting will focus on upcoming plans for the citywide 'Buy Rockville' campaign and how it will help local businesses create greater awareness about their business and much more. Presentations will be held at 5 and 6 p.m. at the Legacy Hotel, which is located at 1775 Rockville Pike, Rockville, MD, 20852.

Those business owners who are unable to attend who have not already completed their FREE business listing on [www.buyrockville.org](http://www.buyrockville.org) should be sure to do so as the campaign will be distributing important announcements to business owners in the coming months. The campaign's Web site, [www.buyrockville.org](http://www.buyrockville.org), received thousands of visitors over the holiday months and even more are expected this spring, summer and fall as the campaign gears up to continue to encourage people to buy locally in Rockville.

The 'Buy Rockville' campaign was launched during the 2008 holiday season to encourage residents to "buy local" for their holiday shopping. Taking a significant step in supporting local businesses, the Rockville Mayor and Council approved \$28,000 on Monday, March 9, to support the 'Action Plan' put forward by The Coalition to Preserve Rockville Neighborhood Businesses, the group now overseeing the campaign. The 'Action Plan,' which will be funded by private and public funds, includes strategies to continue the momentum of the 'Buy Rockville' campaign directed toward Rockville citizens, employees and "passers-through." The plan calls for a Rockville-wide consumer rewards program, a Rockville shopping and dining guide/map and continuing public education activities designed to encourage people to patronize local businesses this spring, summer and fall.

The Coalition to Preserve Rockville Neighborhood Businesses is led by the Rockville Chamber of Commerce and consists of Rockville citizens, retail/restaurants owners, property owners/managers as well as representatives from the City of Rockville and Rockville Economic Development, Inc. (REDI).

For more information about the Chamber of Commerce visit [www.rockvillechamber.org](http://www.rockvillechamber.org), REDI visit [www.rockvilleredi.org](http://www.rockvilleredi.org), and the City of Rockville visit [www.rockvillemd.gov](http://www.rockvillemd.gov).

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