

GREATER READING CHAMBER ALLIANCE



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Mission: To be Berks County's leading resource for building a healthy, competitive business community

Vision: Assist companies to retain, expand, and grow their operations and employment and attract new business to Berks County.

GRCA wins national ACCE award for Rebuild Berks campaign

Reading, PA – April 30, 2021 – The Greater Reading Chamber Alliance (GRCA) is excited to announce that it was recognized as a winner in the Awards for Communications Excellence competition from the Association of Chamber of Commerce Executives (ACCE) for its Rebuild Berks campaign.

GRCA's Director of Communications & Marketing Leah Fasnacht and Digital Marketing Coordinator Audrey Krupiak managed the year-long campaign in partnership with the County of Berks and under the guidance of Strunk Media Group, Kutztown.

"The County is thrilled that the Rebuild Berks initiative has been honored by the ACCE," said Berks County Commissioners Chair Christian Leinbach. "Rebuild Berks served a vital role in bringing the Berks County community together to support our local economy throughout the many challenges of the past year. The County is proud of the important work that has been accomplished and will continue through our ongoing partnership with GRCA."

The Rebuild Berks campaign launched in July 2020 and encouraged Berks County residents and businesses to buy and source locally. In addition, the initiative provided critical safety information, free training and funding opportunities through Rebuild-Berks.com. The campaign has continued into this year with new information being added regularly. The COVID-19 Hospitality Industry Recovery Program (HIRP), which recently reopened for new applications, is also found on the site.

REBUILD BERKS

"I am immensely proud that the Rebuild Berks campaign has received national recognition," said Fasnacht. "In practice, this campaign is far from over. Our community needs to continue to come together to support our businesses any way we can. Buy local whenever possible as it is the best way to help Rebuild Berks."

ACCE's Awards for Communications Excellence program is designed to showcase top communications and marketing work of chambers of commerce and similar organizations. The competition, now in its 36th year, garnered 173 entries that were judged by chamber marketing and communications professionals from all over the U.S.

Entries were organized by category — based on the chamber's annual revenue — and entry type: campaigns, digital media, event marketing and print and electronic publications. Judges presented 12 Awards of Excellence and three Best in Show awards.

"Chambers of commerce are the storytellers and megaphones for their communities," said ACCE President & CEO Sheree Anne Kelly. "Their innovative efforts to help drive engagement and change in the regions they serve are inspiring. Creative communications that spur action are what earned them this well-deserved recognition."



Leah Fasnacht



Audrey Krupiak

UPCOMING EVENTS

For further information contact: Leah Fasnacht, Director of Communications & Marketing lfasnacht@greaterreading.org, 610.898.7780

June 2 - Women2Women

Panel: Real Life. Real Talk. Real Strategies

- Adele Schade, Dean of Pre-College & Summer Programs, Albright College
- Courtnie Nein, President & Co-Founder, Good Life Companies

Virtual Event – Link will be sent week of Event
 8:30 – 10:00 a.m.

\$15/person – Chamber Member;
 \$25/person – Not Yet Chamber Member;
 Advanced Registration Required

June 3– Penn Street Market

Downtown Reading

<https://www.pennstmarket.org/>
 10:00 – 2:00 p.m.; FREE to Attend

June 10 - Penn Street Market

Downtown Reading

<https://www.pennstmarket.org/>
 10:00 – 2:00 p.m.; FREE to Attend

June 10 – De Mujer a Mujer

3rd Annual De Mujer a Mujer Awards & Workshop

Virtual Event – Link will be sent week of Event
 10:00 – 12:00 p.m.
 \$5/person; Advanced Registration Required

June 11 – State Legislator Breakfast

Double Tree by Hilton Reading
 701 Penn Street, Reading, PA 19601
 7:30 – 9:30 a.m.

\$25/person – Chamber Member;
 \$35/person – Not Yet Chamber Member;
 Advanced Registration Required

June 16 – Riverview Federal Credit Union Ribbon Cutting

2609 Keiser Blvd., Wyomissing, PA 19610
 2:00 – 2:30 p.m.; FREE

June 17 – Downtown Reading Business & Investment Property Tour

Multiple in-person locations, 9:00 – 12:00 p.m.
 FREE; Advance Registration Required

June 17 – Berks Alliance Community Forum

Meds as Anchors: The Role of Health Systems in Community Development

Virtual Event – Link will be sent week of Event
 11:30 – 1:00 p.m.; Advanced Registration Required

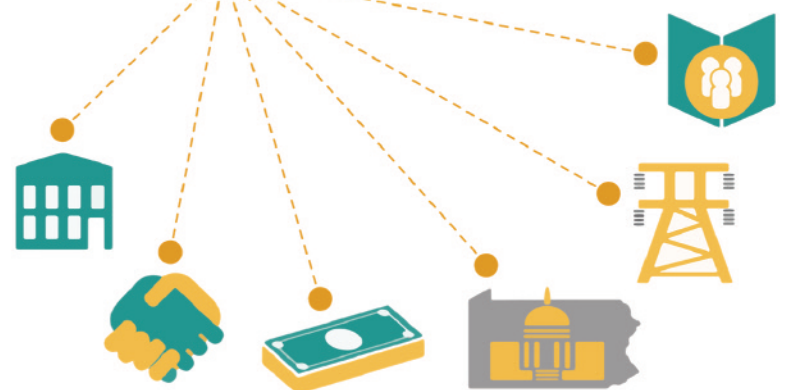
June 24 - Penn Street Market

Downtown Reading

<https://www.pennstmarket.org/>
 10:00 – 2:00 p.m.; FREE to Attend



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Visit www.selectgreaterreading.com to learn how GRCA can assist you with all of your needs for expanding your business in the Greater Reading area.

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