

## Press Release



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### For Immediate Release:

## **North Country Chamber of Commerce launches official Instagram account *Chamber and its divisions continue to grow online social presence in 2017***

**Plattsburgh, NY– 1/12/2017** – The North Country Chamber of Commerce recognizes the need to maintain an influential online presence. In an effort to increase the number of platforms by which members and visitors can access information about events, initiatives and business resources, the Chamber has created an Instagram account.

Kristy Kennedy, Vice President of Marketing for the North Country Chamber of Commerce and Adirondack Coast Visitors Bureau, says, “Different audiences get their information from different platforms. Statistically, we know Instagram is the platform millennials prefer. Expanding the Chamber’s presence to Instagram will continue to increase the strength of our overall online presence by ensuring we can reach our members and potential members with the information they want where they’re looking.”

Find the Chamber’s Instagram account with the handle @NCountryChamber.

Follow the accounts below to stay updated regarding the latest information from the North Country Chamber of Commerce and its divisions.

### **North Country Chamber of Commerce**

- [facebook.com/NorthCountryChamber](https://www.facebook.com/NorthCountryChamber)
- [twitter.com/NCountryChamber](https://twitter.com/NCountryChamber)
- [instagram.com/ncountrychamber](https://www.instagram.com/ncountrychamber)

### **Adirondack Coast Visitors Bureau**

- [facebook.com/AdkCoast](https://www.facebook.com/AdkCoast)
- [twitter.com/AdirondackCoast](https://twitter.com/AdirondackCoast)
- [instagram.com/adirondackcoast](https://www.instagram.com/adirondackcoast)
- [youtube.com/user/AdirondackCoast](https://www.youtube.com/user/AdirondackCoast)

### **SCORE – Clinton, Essex, Franklin Counties**

- [facebook.com/SCORE647](https://www.facebook.com/SCORE647)

### **Plattsburgh International Airport (PBG)**

- [facebook.com/flyplattsburgh](https://www.facebook.com/flyplattsburgh)

- [twitter.com/FlyPlattsburgh](https://twitter.com/FlyPlattsburgh)

For more information regarding the North Country Chamber of Commerce's social media endeavors, contact Alina Walentowicz by e-mail at [alina@northcountrychamber.com](mailto:alina@northcountrychamber.com) or by phone at 518.563.1000.

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### **About the North Country Chamber of Commerce**

The North Country Chamber of Commerce serves the entire North Country Region. This gives the North Country Chamber of Commerce the capacity to carry out meaningful economic development strategies, develop and deliver the services needed by businesses, be an effective voice for the North Country economy, to solve real problems and to grasp the greatest opportunities. The North Country Chamber of Commerce is one of the top 3% of American Chambers of Commerce as one of only 226 Chambers nationwide to achieve accreditation by the U.S. Chamber of Commerce. The North Country Chamber of Commerce is also among the top 1% of American Chambers standing out as one of only 77 chambers nationwide to be proclaimed a Five Star Chamber by the U.S. Chamber of Commerce. Please contact the North Country Chamber of Commerce at 518.563.1000 or visit [northcountrychamber.com](http://northcountrychamber.com).