



FOR IMMEDIATE RELEASE

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SOUTHLAKE CHAMBER RECOGNIZES OUTSTANDING LOCAL BUSINESSES

Southlake, Texas –

The Southlake Chamber of Commerce recognizes local businesses that make an impact on visitors and residents of the community by delivering exceptional service. Earlier this year, the Chamber introduced “Member Spotlight,” a feature in its weekly email communication, *Chamber Advantage Weekly*. The featured business, also recognized on the Chamber’s website at www.southlakechamber.com, is chosen as a result of positive patron experiences.

“We receive emails and phone calls from patrons who have had memorable experiences in Southlake and we wanted to identify a way to promote them,” said Giovanna Phillips president and chief executive officer of the Southlake Chamber of Commerce. “These experiences cause people to come back time and time again and that means a lot to Southlake’s bottom line.”

To date, the majority of Member Spotlights have featured locally operated businesses, such as Rocky Mountain Chocolate Factory and A Shred 2 Pieces. Other membership spotlights include larger companies who have been noted for their generosity with charitable acts such as IHOP.

More importantly the chamber wants residents and visitors to keep business in Southlake and help reinforce the One Stop Shop Southlake campaign. Whenever someone does business with the community and leaves with a positive experience they are more likely to return with more business, keeping those Southlake sales tax dollars back into the city.

Further information can be found at www.southlakechamber.com, or by contacting Elena Schafer, Chamber programs and communications coordinator, at elena@southlakechamber.com or (817) 481-8200.

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