

FOR IMMEDIATE RELEASE

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LIVABILITY: ROCHESTER, MINNESOTA 2017-18 NOW AVAILABLE

Livability: Rochester, Minnesota, an annual print magazine and digital content marketing program, encourages business investment, talent recruitment and relocation by showcasing the appeal of our region to those beyond our borders.

Attracting talent: The Rochester Area Chamber of Commerce aims to promote our city and region in order to draw greater investment and jobs while attracting new residents and visitors. Ultimately, Livability serves as the Chamber's marketing tool for talent attraction through national exposure.

The high-quality, easy-to-share content promotes the community's favorable business climate, attractions and other enviable amenities to encourage business investment, talent recruitment, and relocation. Targeted print and global digital distribution aims to reach entrepreneurs, site selectors, corporate executives and other talented individuals and families attracted to Rochester's quality of life.

Use this free tool for your organization and promoting our region: Each year, we work with Livability Media to produce a top-quality print and digital magazines, as well as rich content on Livability.com.

New this year is a [special 16-page section](#) that has been included in the center of each magazine. This piece also acts as a standalone brochure exploring themes that answer the question "Why Rochester?" in a condensed and cohesive manner created in collaboration with community partners. This sponsored content section is one element of the Chamber's long-term marketing strategy to attract workforce from beyond our borders.

This package includes information that business people, organizations, and residents can utilize to learn about and share with others the many success stories of our community:

- Go to <https://livability.com/mn/rochester>
- Use this **FREE magazine** to recruit talent and promote our community!
- **Click through and share articles** to read about business success stories, school programs, must-do activities around the community and more.
- To **read and share the digital version**, click on the magazine cover image.
- Flip through online or download the book in [.pdf format](#).
- Use share tools to quickly send a link by email or post to social media.
- **Request print copies** of the magazine by [contacting the Chamber](#).

Livability Media publishes Livability: Rochester, Minnesota, which has support from and targeted distribution through the Rochester Area Chamber of Commerce.

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