



COBOURG & DISTRICT CHAMBER OF COMMERCE

1111 Elgin Street West, Northumberland Mall
Cobourg, Ontario 905-372-5831 www.cobourgchamber.com

February 9, 2006

For Immediate Release

NEW NAME FOR CHAMBER ACKNOWLEDGES RURAL BUSINESSES

Cobourg: At a well attended Annual General Meeting of the Cobourg & District Chamber of Commerce held on Thursday, January 26, 2006, the Members resoundingly approved changing the organization's name to the "**Northumberland Central Chamber of Commerce**". The new name better reflects the full jurisdiction of the organization, which includes Hamilton Township and Alnwick/Haldimand Township, as well as the Town of Cobourg.

In the December issue of the Chamber Newsletter, the Membership was advised of the proposal, and invited to submit comments. That notice was followed up by email, with an informal poll on the Chamber's website and with a direct mail response to all questions and comments. "*Very well presented and very informative,*" was the opinion of Scott McCammon, V.P. of Communications and Stakeholder Relations for the Ontario Chamber of Commerce, "*no matter what the result, the members cannot say that you had a flawed process.*"

This marks the fourth name change for the organization, which was incorporated in 1907 as the **Board of Trade of the Town of Cobourg**, became the **Cobourg Chamber of Commerce** in 1929 and was renamed the **Cobourg & District Chamber of Commerce** in 1982 when the Townships of Hamilton, Alnwick, and Haldimand were added to the jurisdiction.

"*This decision clearly demonstrates the progressive attitude of the Membership*" said newly re-elected Chamber President Kim Rudd, "*It is a strong and clear message that all businesses are equally important and deserving of representation, whether it's a marina in Bewdley, a family farm in Roseneath, an antique shop in Lakeport or a manufacturing plant in Cobourg.*"

The new name will officially be launched in 2007 as a part of the organization's Centennial Celebrations being planned to celebrate **A Century of Business Successes**.

For further information: Kevin Ward, General Manager
Cobourg & District Chamber of Commerce
(905) 372-5831
kward@cobourgchamber.com