

NEWS RELEASE

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Lubbock Chamber Kicks Off 2016 Total Resource Campaign

LUBBOCK, Texas – The Lubbock Chamber of Commerce officially kicked off its sixth annual Total Resource Campaign (TRC) on Thurs., Feb. 25, at the Reagor Dykes Myrick Green Building in downtown Lubbock.

The TRC is an eight-week revenue generating process made possible by nearly 75 Chamber volunteers. This year's campaign is led by Chairman Casey Doyle of Casey Carpet One and Co-Chairman Marcus Young of United Supermarkets.

“We have kicked off our sixth year of the Total Resource Campaign, titled ‘Let’s Get Social’ and look forward to a great 2016 campaign,” said Doyle. “We have an outstanding group of volunteers again this year and we thank Chamber member businesses for allowing their employees to take part in this campaign to make it successful each year. The volunteers will assist companies in choosing from a variety of sponsorship options to meet their business marketing needs with the Chamber.”

Some of the events Chamber members can sponsor include the Annual Meeting, Lubbock Uncorked, Hub City BBQ Cook-off, Business Expo, Golf Classic, Business Mercado, Community Prayer Luncheon and Business After Hours, as well as many other events and programs.

“This is a great opportunity for our members to support the Chamber and its events and programs,” said Chamber Chairwoman, Beth Bridges. “We hope everyone feels free to join in on being a sponsor at these great events even if they have not been involved in the past.”

The Chamber is excited to kickoff this year's TRC and expects great results once again from its hard-working volunteer-led campaign. Along with Doyle and Young, other leaders this year include Vice Chairmen: Bobby McCloud, Wayland Baptist University; Keith Patrick, Frenship Independent School District; Myndee Pool, Carpet Tech; Nathan Scarborough, Lubbock National Bank; and Tyler Young, Texas Tech Federal Credit Union.

“We always have a great group of hard-working volunteers, who make this a successful campaign each year, and we have no doubt that they will exceed our goal of \$510,000,” Bridges said. “We appreciate all the support our members provide.”

For more information about the TRC, contact the Chamber at (806) 761-7000.

The Lubbock Chamber of Commerce represents over 2,000 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. The Chamber has twice earned the distinguished 5-Star Accreditation from the U.S. Chamber of Commerce and is a two-time Chamber of the Year recognized by the Association of Chamber of Commerce Executives.

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