

# Your Ribbon Cutting with the Chapel Hill-Carrboro Chamber of Commerce

Modern ribbon-cutting ceremonies began to appear in historical accounts at the end of the 19<sup>th</sup> century. According to Union Parish, La. Archives, a ribbon-cutting ceremony was held around 1898 for the opening of a railroad line in northern Louisiana. Prominent ribbon cuttings include the opening of the Disneyland Monorail in 1959 and the opening of the World Trade Center in 1973.

Today ribbon-cuttings symbolize new beginnings; as similar ceremonies have done for centuries. While ribbons tied together can symbolize a bond between a bride and groom, the cutting of a ribbon signifies a fresh start. A ribbon can be stretched across an entryway to signify that what is behind the ribbon is waiting to be presented to the world.

Ribbon-cutting ceremonies generate media coverage and marketing opportunities. Ceremonial scissors have turned ribbon cuttings into elaborate and sophisticated events, but the idea is a simple concept that has been around for ages. The cutting of the ribbon symbolizes the 'opening' of something new, much like when a ribbon is cut from a nicely packaged gift before unwrapping. It builds anticipation with the promise of something exciting.



## For your ribbon cutting the Chamber can:

- ✓ Promote it to the membership via our website, social media and Member News e-newsletter (over 2,500 emails)
- ✓ Provide ribbon & ceremonial scissors (music and microphone also available upon request)
- ✓ Document the actual ribbon cutting ceremony on social media with photos and Facebook Live tour/interview
- ✓ Invite Chamber Ambassadors and the membership

With Enhanced Packages the Chamber will also:

- ✓ Send a press release/media advisory to local media
- ✓ Invite elected officials

## What We need from you:

- Can you send a brief description/logo/blurb (2-3 sentences) of your business and/or a quote?
- What event details would you like for me to include? Ex: other chambers attending, food or refreshments, and etc.

- **You Can Submit a Ribbon Cutting Request online, visit [www.carolinachamber.org/resources](http://www.carolinachamber.org/resources) -**



Please contact Jill Richmond, [jrichmond@carolinachamber.org](mailto:jrichmond@carolinachamber.org) to schedule your ribbon cutting event!