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FOR IMMEDIATE RELEASE:

Contact:

Ms. Toni Franklin - President

Houston Metropolitan Chamber of Commerce

(713) 666-1521 office

(713) 249-1361 mobile

Houston Chamber Re-Invents Itself after 61 years with a New Image

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The Greater Southwest Houston Chamber of Commerce in its 61st year of *Connecting Commerce & Community* – is re-branding and re-inventing itself as the **Houston Metropolitan Chamber of Commerce**. The Chamber's footprint covers a wide swath in Houston along the Interstate-10, Westheimer, Bellaire and South Main corridors including several neighborhoods and unique communities. The diversity of the area encourages us to look for ways to partner with all facets of the business community to achieve goals that are mutually beneficial. Additionally the new brand will be a more accurate reflection of the community it serves.

As a not-for-profit volunteer organization of about 500 members, the Chamber's policies and direction are set by a Board of Directors. The committees engage in business networking, social events, education, economic development, business resources, government affairs and a wide variety of other interests.

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The Houston Metropolitan Chamber of Commerce is the new brand of the 61 year old Greater Southwest Chamber of Commerce in 2011.