



# Lower Providence Township

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## **IMMEDIATE RELEASE**

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## **PARTICIPANTS SOUGHT FOR TOWNSHIP'S PANEL DISCUSSIONS**

**LOWER PROVIDENCE TOWNSHIP (September 2, 2010)** – Lower Providence Township invites its residents and business owners/operators to take part in panel discussions being hosted by the Township's Revitalization Committee. The discussions will help to identify the unique qualities that make Lower Providence Township an attractive location to live and work.

The meetings, one for residents and one for businesses, will be held on Monday, September 20, 2010 in the auditorium of the Township Administration Building. The business session will be held from 2 to 4 p.m. and the residents' session will be held from 7 to 9 p.m. Approximately 10 to 15 participants from each group will be chosen at random to take part.

Those interested in being part of the selection process should complete a Participation Request Form and return it to the Township by Monday, Sept. 13. Forms are available at the Township website, [www.lowerprovidence.org](http://www.lowerprovidence.org) and at the Township Administration Building, 100 Parklane Drive, Eagleville. Those selected to participate will be notified by the Committee.

The Township's Revitalization Committee was formed to focus on job retention and creation. Recently, the Committee recommended the hiring of Letter27, a branding and marketing firm. The panel discussions are part of this branding and marketing process. The Revitalization Committee and Letter27 will take the information gathered from the panel discussions will be used to develop a Township-wide survey. This survey will be used to capture a comprehensive picture of Lower Providence Township, determining what is most important to the residents and businesses.

The Township's marketing effort is not only focused on attracting new businesses, but will promote all that the Township has to offer, thus benefiting existing businesses and residents as well. The Township is not using taxpayer dollars for the effort; project funds set aside by third parties for business improvements are being used.

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