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NEWS RELEASE

For immediate release

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Portland Business Alliance launches new regional publication

Portland, OR... Featuring original photography and editorial content that illustrate the area's economic vitality, the *Business Images of the Portland Region* magazine showcases the best of the greater Portland region through its business innovators. The Portland Business Alliance published the first edition of this annual regional economic development publication on July 1.

The magazine is a valuable tool for businesses and organizations working to draw new businesses to the metro area, and for employers recruiting new employees from outside the region. It focuses on areas of key importance to business, such as education, livability, environment and the technology, manufacturing and life science industries.

"This new publication shows what our area has to offer to businesses and workers," said Sandra McDonough, president and CEO of the Alliance. "The Portland area has appeared on a lot of lists and in national media lately, and *Business Images* highlights all those aspects that make our region unique."

More than 12,000 copies of the magazine will be distributed through local government economic development agencies, relocation packets, real estate offices, at events and trade shows and other outlets throughout the year.

*Business Images of the Portland Region* is also online at [www.imagesportland.com](http://www.imagesportland.com) and on the Alliance web site, where users can access the "virtual magazine" or connect with any of the advertisers any time.

*The Portland Business Alliance is Greater Portland's Chamber of Commerce and represents more than 1,300 businesses in the greater Portland region.*

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