



NEWS RELEASE

ST. JOSEPH Chamber of Commerce

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FOR IMMEDIATE RELEASE

NEW QUALITY OF LIFE PIECES WILL HELP RECRUIT TALENT

(St. Joseph, MO) -- At the St. Joseph Chamber of Commerce, the staff and volunteers try to grow St. Joseph's economy by helping local businesses succeed and expand and by helping attract new employers.

An important part of this effort is helping companies attract talented workers. To help in that endeavor, the Chamber has created a new brochure and a video that highlight St. Joseph's quality of life, from its 26-mile Parkway system, low cost of living, low crime rate, and numerous entertainment options to its up and coming art and music scene and ever-growing retail sector.

"There are hundreds of reasons to live and work in St. Joseph," said R. Patt Lilly, President and CEO of the St. Joseph Chamber of Commerce. "Sometimes when employees are considering jobs in St. Joseph, they aren't always made aware of all of the amenities we have here and what a great place this is to raise a family. Our goal with the new brochure and video is to showcase why more than 76,000 people choose to make St. Joseph their home, and why more people should do the same."

The brochures will be made available to human resource departments of local employers to help with recruitment efforts. They also will appear in packets that the Chamber distributes to new residents, or those considering moving to St. Joseph. An online version appears on the Chamber's website.

The video, which is just over a minute long, captures St. Joseph's unique quality of life, from its historical architecture to recreational activities.

"St. Joseph really is full of activity," Mr. Lilly said. "So much so that not all of the video that was taken could be kept in the final version because we wanted to keep the viewers' attention in a short time frame. We hope to create more videos in the future to help tell St. Joseph's story."

The video also is available on the Chamber's website, Vimeo and YouTube channels.

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