



NEWS RELEASE

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VIDEO CLIP SHOWCASES THE BEST OF THE AREA

October 13, 2008 –Danville, IL. Today, the Vermilion Advantage Manufacturing/Logistics Cluster, in partnership with Comcast Spotlight, has gone live with a seven minute video clip that showcases business advantages and success stories. The piece begins airing today in the Danville/Champaign markets on Channel 99 – Shopping, Shopping Illinois – Business & Finance Section. The clip is also live on the Vermilion Advantage website at www.vermilionadvantage.com/economic/index.html

“The spot highlights 11 of our 36 Manufacturing/Logistics Cluster members giving an overview of locally-owned entrepreneurial successes coupled with the national and international flavor of our economic base,” said Vicki Haugen. Haugen described the clip as a complimentary piece to continue the promotional story started with the Destination Danville piece released and showcased earlier this year and also streamed on the agency’s website. ***“With global competition for talent, our businesses find recruiting professional, technical and managerial talent to our area a challenge. This piece is just one more way to take our area to potential recruits before they step one foot into Vermilion County. The two pieces combined are a great and real depiction of the economic and quality of life strengths our area has to offer,”*** Haugen said. On October 20, the clip will also begin running on Comcast systems in Rockford, Peoria and Springfield/Decatur and will be live in those markets through Thanksgiving.

There will be a second piece that will be released before the end of the year that will highlight Vermilion Advantage’s Technology-Service and Health Care Clusters. This clip will feature the breadth, depth and diversity of high-quality medical care in our County to high-technology service businesses and a corporate headquarters.

“The continual changes and advancements in media and the internet provide vast opportunities to communities and companies to take stories globally,” Haugen said. ***“It’s also a great way to reinforce with folks right here at home the tremendous success stories in our own backyard that we so easily take for granted. We just wish we could feature every single one of them!”***

For more information about what Vermilion County, Illinois has to offer go to www.vermilionadvantage.com or www.442jobs.com

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