



FOR IMMEDIATE RELEASE

Date: May 23, 2007
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**Greater Nashua Chamber Officially Launches *IUGO* –
A Young Professionals Networking and Development Program**

(NASHUA) – The Greater Nashua Chamber of Commerce (GNCC) officially launched a new networking and development organization for Young Professionals today, called *IUGO*. The name, which is a Latin term for “connect,” reflects the mission of the new organization to connect young Nashua-area professionals and help them establish networks and roots in the community.

Over 240 Young Professionals from all walks of life and various communities around Nashua converged on Martha’s Exchange in downtown Nashua to celebrate the kick-off event. As the doors opened at 5:30pm, a line quickly formed, spilling out the front doors of the popular restaurant and down Main Street’s large sidewalks as people who had RSVP’d waited to register and receive their nametag.

Attendees of the event were treated to a special IUGO cocktail, created by Peggy McFarland, a bartender at Del Vaudo’s Restaurant on West Pearl Street. The green and black concoction, which reflects IUGO’s logo colors, was officially introduced tonight as the signature drink of the new organization, and was made available to all event attendees at a special discounted price.

As guests left the event, each was given a complimentary martini glass with the IUGO logo printed on one side, and the logo of the event’s sponsor on the other side. The event was sponsored by *Off The Wall Promotions*, a company that specializes in providing unique promotional items and services for businesses and organizations looking to give their events or image a cutting edge.

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“We’ve been to several events for Young Professionals in other communities across northern New England, and this is the biggest, most excited group we have ever seen,” said Val Wilson, owner of Off The Wall Promotions. “The turnout tonight is truly impressive, and speaks well of the business community’s excitement in Nashua about IUGO.”

“It’s been a long time since I’ve seen such excitement about a new organization in Nashua,” said Mark Cookson, a city alderman for Ward 1, and a member of the IUGO Steering Committee. “I’m proud to be a part of this initiative, and commend the Chamber of Commerce for having the vision to make this happen.”

Chris Williams, President of the GNCC, highlighted the fact that IUGO will provide a natural venue for young professionals to build and expand both their social *and* professional networks. Allowing a venue for such networks will allow young professionals to forge strong and lasting networks of friends, and to establish extensive networks of business leads, potential clients and partners.

Williams also highlighted the unique benefit IUGO provides the City of Nashua and its businesses. “IUGO will allow businesses within the Greater Nashua community, and the city of Nashua itself, to use the organization as a recruiting and retention tool for their employees under the age of 40,” Williams added. “This organization will allow businesses to provide their employees with a unique outlet for establishing and extending their roots within the community, thereby providing a strong incentive for these employees to remain with their respective companies.”

The first several gatherings will strictly be social events geared towards heightening awareness of the organization within the community, and establishing strong community connections. IUGO will launch the professional side of the organization with a series of professional development programs, starting in September 2007.

For more information or to join IUGO, visit www.iugonashua.com. Questions can be directed to Chris Williams at 603.881.8333 or cwilliams@nashuachamber.com.

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