



INFORMATION FOR THE MEDIA FOR IMMEDIATE RELEASE

HORNETS JOIN WITH CHAMBERS TO LAUNCH 'HERTS BUSINESS ALLIANCE'

Tuesday January 11, 2011.

OVER 1,000 companies are set to join networking forces with the launch of the Hertfordshire Business Alliance.

It is a partnership between businesses that currently are members of the Chambers of Commerce in both Watford and St. Albans – as well as those associated with Watford Football Club.

During what are testing economic circumstances, the trio of organisations have committed themselves to broadening the number of potential revenue streams their members are able to come into contact with.

Watford's Elected Mayor Dorothy Thornhill, along with her St. Albans counterpart Cllr. Maxine Crawley, has given her backing to the initiative. Maxine said "This is a very exciting link. Partnerships and sharing of best practice are the way forward and I'm thrilled that St Albans and Watford are leading the way with such a positive initiative."

Graham Lane President, St. Albans District Chamber of Commerce added "I am delighted that we have been able to create an alliance with Watford Chamber of Commerce and Watford Football Club and I am sure it will be very beneficial to our members,"

The companies are set to meet under a common banner, with a number of networking events planned for the year ahead.

The organisation leaders will also recommend to its members that preferential rates are offered to fellow Herts Business Alliance members.

"Sharing best practice and simply putting more influential business people in touch with one another are our key aims," said Watford Football Club's Head of Corporate Sales Raj Athwal. "and we appreciate that businesses are finding the current economic climate tough. The idea that we could between us increase our reach and effect was the starting point for bringing three key partners under one name."

Watford Chamber of Commerce, Chief Executive, Roger Gagan added: "We are delighted to be part of this new and exciting venture which brings together three successful organisations with the aim of increasing business for our members".

For more details, visit www.stalbans-chamber.co.uk or www.watford-chamber.co.uk

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