FOR IMMEDIATE RELEASE:
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Headline

Sierra Madre, CA. – July 23, 2012

City of Sierra Madre and Chamber of Commerce to Host August 1st Business Forum

On Wednesday, August 1, 2012 from 3:00–4:00pm in the City Council Chambers, located at 232 W. Sierra Madre Blvd. in Sierra Madre, the City of Sierra Madre and the Sierra Madre Chamber of Commerce will be hosting a forum designed to provide local business owners with current consumer data specific to each business.

The data comes from the recent Market Demand Study commissioned by the City Council. The forum on the 1st will be presented by an expert in customer psychographics who will explain how the data can be used to Sierra Madre's businesses' benefit. Attendees will receive current consumer data including: household level demographic and psychographic detail and comparison, detailed household type reports, and household level Consumer Propensity Reports. Consumer Propensity Reports contain listings of actual products that Sierra Madre shoppers leave Sierra Madre to purchase; utilizing the consumer propensity reports, resident businesses could capitalize on this market share to increase their business' profitability.

Businesses who RSVP by noon on Tuesday, July 31st will receive a free customized Consumer Propensity Report at the Business Forum. To RSVP email city@cityofsierramadre.com with the business name, contact, address, phone number and email address of the business along with a list of any of the following categories the business relates to:

Apparel	Food: Baking	Home Improvement
Automotive	Food: Condiments	Household Products
Beverages: Alcoholic	Food: Dairy	Lawn and Garden
Beverages: Non-alcoholic	Food: Frozen	Lifestyle Statements
Cable/TV/Radio	Food: General	Medicines/Drugs/Ailments
Cleaning Products	Food: Meat	Pets and Pet Food
Computer/Internet	Food: Snack/Dessert	Print Media
Dining	Health and Beauty	Shopping
Electronics	Hispanic: Demographic	Telecom
Entertainment/Leisure	Hispanic: Spanish Media	Tobacco
Financial Services	Home Furnishings/Appliances	

Businesses that do not RSVP by noon on Tuesday, July 31st will still be able to receive a customized Consumer Propensity Report within a week of the Business Forum. City staff will replicate this forum in the City Council Chambers on Tuesday, August 21, 2012 from 6:30-7:30 pm and on Friday, September 14, 2012 from 7:00-8:00 am.

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