



PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Annetta Shirk
419-673-4131
ashirk@hccba.com

Hardin County Chamber & Business Alliance Launches New Website

The Start of the New Year with a New Website Promoting the Best of Hardin County!

Kenton, OH – Today, the Hardin County Chamber & Business Alliance has launched a new, and dynamic website that provides the modern tools and technology to promote the best of Hardin County and its communities.

The new website address is www.hardincountyoh.org with a shortened version of www.hccba.com that directs the user to the website homepage.

The new Alliance website not only replaces an older and outdated site, but was developed on a marketing platform to promote both Hardin County, as well as the Hardin County Chamber & Business Alliance organization.

“Part of our strategic plan was to build a modern website that serves various audiences,” said Jon Cross, President & CEO and Director of Economic Development of the Hardin County Chamber & Business Alliance. “For our community members, it’s a centralized hub of resources and information. For those looking to build here, invest here, work here, live here or learn here, it’s Hardin County’s first impression with a look and feel of the website that matches the excitement and opportunities taking place in our county.”

Phase 1 of the new website, which went live today, will feature information about Hardin County and provide community profiles of the city/villages, community resource links, and county economic data. The new Alliance membership directory will be accessible by company/organizational name or industry type. In addition, users can view membership information, benefits, and member spotlight profiles, as well as the ease of use online membership application form. Featured news, community calendar, marketing videos and Alliance newsletters will also be accessible on the site. Finally, information about the Alliance organization, such as history, leadership, staff and program and event information will be listed.

Phase 2 of the website, currently in production, will be focused on adding more content and information about the Alliance Divisions and its programs. These pages include specific community and business information regarding the Chamber, Tourism, Economic Development and Community Development divisions. These pages are expected to be added to the website in early spring.

###

More About the Hardin County Chamber and Business Alliance: The Hardin County Chamber and Business Alliance, and its four divisions (Chamber, Tourism, Economic Development and Community Development) is one of the largest, member-driven organizations that serves the community to promote, cultivate and advocate for a prosperous business, educational and agricultural climate, strengthen the local economy and improve the quality of life, making Hardin County a great place to live, work and prosper. For more information, please visit our new website www.hccba.com