



DATE: July 27, 2011

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FOR IMMEDIATE RELEASE:

**The Greater Akron Chamber's Young Professionals Network (YPN)
Presents "Using Social Media to Engage Your Customers"
*Join the YPN at the August Speaker Series Discussion***

Learn how Akron-Canton Airport (CAK) strategically uses social media to win new customers and reach thousands of travelers across Ohio. Kristie Van Auken, Senior Vice President and Chief Marketing & Communications Officer for Akron-Canton Airport, will share how CAK has become a travel industry leader in social media, gaining more than 25,000 Facebook fans and nearly 4,000 followers on Twitter. Van Auken also will cover the airport's use of YouTube, blogging and location-based networking like Foursquare and monthly online chats with CAK's president and CEO. Join in the discussion and come prepared with questions. If you would like to submit your questions in advance, please e-mail them to presutti@greaterakronchamber.org.

The Young Professionals Network Speaker Series, sponsored by FirstMerit Bank, is Tuesday, August 9, 2011, from 11:30 a.m. to 1:00 p.m. at the Martin University Center located at 105 Fir Hill in Akron. Lunch and networking will start at 11:30 a.m., and the presentation will begin at noon. The event is \$20 for Chamber members and \$25 for non-members. Registration is required. To RSVP, please go to www.greaterakronchamber.org and click on the events calendar. For more information, contact Angela Presutti at (330) 237-1263 or presutti@greaterakronchamber.org.

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***The mission of the Greater Akron Chamber is to drive economic development and prosperity
for the people of the Greater Akron Region.***

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