



INLAND EMPIRE ECONOMIC PARTNERSHIP

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**CITY OF CORONA JOINS THE IEEP
MARKETING CAMPAIGN**

Inland Empire, CA – The Inland Empire Economic Partnership announced today that the City of Corona has renewed their partnership with IEEP. The primary interest by the city is the aggressive, national P/R campaign that IEEP has developed to promote the region.

“We are delighted that this important economic development player in the Inland Empire has seen the value in our program. Gaining the trust and support of the City of Corona has been one of my goals since I became Chairman of the Board at IEEP,” said Ramon Alvarez.

We believe the IEEP has made significant changes within their programs to attract high quality companies to the Inland Empire region that are in alignment with the economic development goals of Corona” said Nancy Martin, Economic Development Manager, City of Corona.

Corona has a very aggressive and successful business attraction, expansion and retention program in their Redevelopment and Economic Development division. The new IEEP P/R campaign gives the city the ability to add to its program by bringing business writers from across the U.S. to Corona to write about Corona.

Beth Groves, Corona City Manager further stated “Corona is the leading edge of the Inland Empire. In this leadership role, it is important that we not only promote our City’s vision, but assist in strengthening the image of the region. Partnership with the IEEP allows us to expand those efforts.”

For more information contact: Paul Hiller, President & CEO of IEEP at 951.779.6700 ext. 226 and Nancy Martin, Economic Development Manager, City of Corona at 951.739.4957.

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