



FOR IMMEDIATE RELEASE

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New Street Banners Coming to Heber and Midway Main Streets

In the coming weeks Heber and Midway Main Streets are going to be adorned with bright colors.

Starting on March 21, green, blue and orange banners with messages to shop, play and dine local will be along both Heber and Midway Main Streets. These banners, along with other activities of the Heber Valley Chamber of Commerce, are to encourage residents to make more of their purchases and spend more time locally.

"We all love Heber Valley, and sometimes we could use a little reminder that our valley has most of the amenities that we need," said Ryan Starks executive director of the chamber.

Starks said that one goal of the chamber is to build awareness in the community about all the many businesses in the valley, and that the street banners are just one tool the chamber is using to help achieve their goal.

"Heber Valley has many great businesses to choose from, over 30 non-chain restaurants, and plenty to do, and we are working to help the community to know what we have," said Starks.

Over the past several years more independent and national businesses have moved into Heber Valley creating less and less need to leave the valley. By shopping, dining and playing locally more tax dollars stay in our community and fuel the local economy.

Last fall, the chamber raised over \$4,000 during the annual fundraising golf tournament. The money was used to design and purchase the street banners. Periodically throughout the year these banners will go up between other events.

In addition to the banners the chamber has created corresponding shop, play and dine stickers to help residents and visitors to know associate the business to one or more of these categories.

For further information on local events, business news, and other things the Heber Valley Chamber is doing to support local business go to HeberValleyNewsroom.com.

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As Utah's Adventure Escape, the Heber Valley office of Tourism, Economic Development and Chamber of Commerce (HVTED) works to promote the Heber Valley and Wasatch County as an excellent destination to live, learn, work, and play for travelers and businesses from Utah and beyond. By providing the local businesses with resources they need to succeed, HVTED helps to stimulate the local economy through tourism, partnerships, and proactive communication. Connect with the #HeberValley at www.gohebervalley.com.