

For Immediate Release
December 13, 2006

For More Information, Contact:
Joel Rubin, Rubin Communications Group
(757) 456-5212, (757) 287-0361 - cell
joel@rubincommunications.com

Media Advisory

Individuals and Organizations In Hampton Roads Can Easily Participate in ‘America’s First Region’ Initiative

New Website, www.americasfirstregion.com is Place To Start

The key to the success of the **Hampton Roads, America’s First Region** initiative is participation by the thousands of businesses and other organizations who believe that regional citizenship, identity and cooperation are vital to the future well-being of the 17 localities in southeastern Virginia.

“By focusing on our shared history as ‘America’s First Region’ does, at a time when the nation is also recalling the momentous events of 1607, we are literally striking while the iron is hot,” says Dana Dickens, President of the Hampton Roads Partnership.

The Partnership is urging companies, non-profits and individuals to go to the project’s website, www.americasfirstregion.com, to register for free as a partner and receive instructions in how to download the official logo. “No one has to use the logo; just placing the words *Hampton Roads, America’s First Region* in communications vehicles and associating them with their organization is fine,” says Dickens, “but for us to be able to provide recognition of our partners, we need to know who is participating.”

Dickens says one way for those participants to state their support on their websites, letterhead, ads, newsletters, brochures and even e-mail signatures is by adapting **Hampton Roads, America’s First Region (HR-AFR)** to their particular organization’s profile. For instance:

Non-profits can state that they are “**Proud to Serve Families in...HR-AFR**”

All companies can be “**Proud to Do Business in...HR-AFR**”

Builders can be “**Proud to Build in...HR-AFR**”

Hospitals and health care firms can be “**Proud to Heal in...HR-AFR**”

Sports teams can be “**Proud to Play in...HR-AFR**”

Residential real estate companies can be “**Proud to Connect Buyers and Sellers in... HR-AFR**”

Schools can be **“Proud to Train Leaders in...HR-AFR”**

On the website, organizations can learn how to secure a logo message that relates to their mission. “America’s First Region is going to be with us for a long time,” says Dickens. “Our goal at the outset is to build as much brand identity as possible, and that’s where citizens and the organizations for whom they work or belong can help. Simply embracing the new theme by placing it on materials and websites is terrific, and the Partnership is ready to help with that process.”

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