



News Release

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SILER CITY MERCHANTS COME TOGETHER FOR MUTUAL SUPPORT TOWN BUSINESSES PICK CONVEY INK TO CREATE AN ORGANIZATION

Willow Springs, NC – 2 February 2006 – The merchants of Siler City, North Carolina have asked Convey Ink to assist them in creating a new organization for the collective marketing of the products and services available in the town. The merchants desire to work together to promote Siler City as a major retail hub in western Chatham County, and needed a neutral third-party to handle the work of organizing and developing an association as an umbrella for the effort ahead.

“Convey Ink was chosen because of their knowledge and experience with groups such as the one we want to build here,” said Pat Dawson, President of the Siler City Merchants Association. “Their consultants have worked with nonprofit and other types of organizations in many areas, and have the skills to make this happen for us.”

Convey Ink has set up a number of nonprofit and tax exempt organizations all over the country, and has long experience in their proper governance, management, and administration. The company has an in-depth knowledge of the issues facing any new organization as it builds members and works to determine its mission, vision, and goals.

The Siler City Merchants Association (SCMA) will be open to anyone with an interest in encouraging business in the Town of Siler City, North Carolina and the surrounding market area. The group will provide a forum for discussion among businesses, and will engage in marketing activities (advertising, public relations publicity, etc.), not directed toward any specific member or members, to encourage commerce and business and host community events to attract the public to the area.

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About Convey Ink, Inc.:

Convey Ink (CI) is a unique company, specializing in assisting other enterprises to realize their full potential through marketing, branding, business writing, public relations, and training. All work is based upon the premise of *Authenticity Marketing*[™] where truth is paramount, and *spin* a thing of the past. For more information, please visit our website (WWW.CONVEYINK.COM) or call us (1-919-264-9868) directly.