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FOR IMMEDIATE RELEASE

DEL MAR REGIONAL CHAMBER OF COMMERCE ANNOUNCES NEW NAME AND IDENTITY

San Diego, CA
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The Del Mar Regional Chamber of Commerce, one of the leading regional chambers in San Diego County, announced today its new name and organizational identity. Effective July 1, 2008, the Del Mar Regional Chamber of Commerce will officially become the **San Diego Coastal Chamber of Commerce**, with the tagline, "Where business meets opportunity." "The name San Diego Coastal Chamber of Commerce reflects our commitment to promoting and strengthening businesses in our expanding coastal region," said Nancy Wasko, Chief Executive Officer. "This change reiterates our commitment to addressing the needs of the business community, as well as our own membership constituency. It also allows us to bring businesses from surrounding coastal communities together under one umbrella with one purpose."

The chamber will introduce the **San Diego Coastal Chamber of Commerce** identity throughout the organization beginning on July 1, 2008. In the meantime, the organization will continue to operate under the name, Del Mar Regional Chamber of Commerce. The chamber will continue to operate and serve its members from our current office location in the village of Del Mar. "I am very excited about the direction our chamber has taken over the last few years" said Steve Wehn, Chairman of the Board. "Del Mar was the birthplace of our chamber and will always be the business community we consider our foundation, but as the business regions immediately around Del Mar have expanded, so has our membership. The new name better reflects the business communities that we service and represent."

In conjunction with the name change, the Chamber is asking its members to vote on the new **San Diego Coastal Chamber of Commerce** logo. The new logo will be unveiled in July at an event hosted by San Diego Council President Scott Peters.

About the San Diego Coastal Chamber of Commerce

The San Diego Coastal Chamber of Commerce currently serves the business communities of Carmel Valley, Del Mar, Rancho Santa Fe, Sorrento Valley and Torrey Highlands. Under the new name, the chamber plans to expand its reach to other business communities in close proximity that will benefit from the services and networking opportunities offered to chamber members. The mission of the chamber is to champion private enterprise conducted with unwavering standards of fairness, honesty, and integrity. We represent, promote, and protect a strong business community.

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