



**Berks County
Workforce
Investment Board**



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MEDIA ALERT

An Invitation to Cover the *Ride to Prosperity: Strategies for Economic Competitiveness in Greater Reading* Event

Strategies for Economic Competitiveness in Greater Reading: Hear the highlights from the last three years and expectations for RTP 2.0

WHO

The Ride to Prosperity Team:

- Berks County Workforce Investment Board
- The County Of Berks
- The Berks County Industrial Development Authority
- The City of Reading
- Greater Berks Development Fund
- The Greater Reading Chamber of Commerce and Industry
- Greater Reading Economic Partnership
- The Greater Reading Convention and Visitors Bureau

WHEN

Tuesday, June 18, 2013 at 5:00 – 7:00 p.m.
5:45 p.m. Co-Chairs Presentation

WHERE

ViVÁ Bistro & Tapas Lounge, 901 Hill Ave. & N. Park Rd., Wyomissing, PA
(Complimentary Hors d'oeuvres, wine and beer)

EDITORS/PRODUCERS

Please contact Melissa Varone at MVarone@GreaterReadingChamber.org or (610) 898.7774 if you plan to attend or have questions. Please consider covering the event with a photographer or videographer.

ADDITIONAL INFORMATION

There is no cost to attend this event. Reservations are required and should be registered [HERE](#). For questions, please contact Jullyn Keilman at jullyn@greaterreading.com.

*Entrepreneurship & Innovation, Workforce/Talent Development, Targeted Industry Clusters, Sites & Infrastructure and Quality of Place

ABOUT THE RIDE TO PROSPERITY:

The Ride to Prosperity is collaborative 3-5 year Economic Development Strategy for the Greater Reading area. Collaborating Partners include: Greater Reading Economic Partnership, Berks County Industrial Development Authority, Berks County Workforce Investment Board, The County of Berks, Greater Berks Development Fund, the Greater Reading Chamber of Commerce & Industry and the Greater Reading Convention & Visitor's Bureau.