



LOVELAND
CHAMBER of COMMERCE

Loveland Chamber of Commerce Takes Over City With HeART Program

Chamber seeking business sponsors and interested artists to participate

Loveland, Colo. – March 18, 2014 –The Loveland Chamber of Commerce has taken over the City With HeART™ program, formerly managed by the now defunct E.L. Events. The program supports the chamber's mission of promoting business and community prosperity and aligns nicely with its offering. The chamber is currently accepting applications from local businesses to sponsor hearts around the city and artists to partner with businesses to design each heart.

"The City with HeART program has become a staple for our community, bringing businesses and artists together, helping business sponsors achieve more visibility and presenting a fun tourism piece for visitors to tour Loveland and see the beautiful hearts that represent our community," said Mindy McCloughan, president/CEO. "When the opportunity arose for the chamber to take over the program, we jumped at the chance. It aligns with our offering and helps our city, our community and our businesses."

Each fiberglass heart is 5' tall and 4.5' wide. Each sponsor is assigned a creative, collaborative Loveland artist to create and design a heart that will be permanently displayed in the location of the sponsors' choosing. All hearts will be included in the popular City With HeART map available online, at the chamber and through the Loveland Visitors Center.

Now is the time to start working on your businesses' City With HeART masterpiece. Visit Loveland.org to see the gallery of HeARTs and submit your sponsorship form today.

About the Loveland Chamber of Commerce

Founded in 1902, the Loveland Chamber of Commerce is Northern Colorado's "driving force for business." Comprised of more than 700 local companies, the chamber offers a vast array of educational and networking programs to help its investors, both large and small, gain the skills and resources necessary to thrive and prosper in today's economy. As a founding member of the Northern Colorado Legislative Alliance (NCLA), the chamber also serves as an advocate for business, working on behalf of entrepreneurs to lead and influence local, state and federal policy on issues affecting the unique interests of business in Northern Colorado. For more information on the Loveland Chamber, please call (970) 667-6311 or visit www.loveland.org.

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