



#### How to use Member Mentions:

- Send your mention to [info@greateruticachamber.org](mailto:info@greateruticachamber.org) **by Friday**, each week, for submission in the following week's Wednesday publication.
- Give us a headline, short blurb, and the full "article". The short blurb, or 'teaser', should offer a brief summary of your information that you wish to share, and should intrigue the reader to want to click for more information. If necessary, we may edit for length. For the full article, we will copy and paste what you provide. Please provide this information in a text-only format. In particular, .pdf should be avoided. You could also send us your press release and we can draw from that to help create a mention for you!
- If you'd like us to include a link in the full article section, we can do 1 link per submission.
- If you wish to include a few images, please be sure to send in .jpg or .png format.

Here's an example of what a mention looks like in final format. The mention appears with other mentions in an email that is sent to everyone who subscribes to Chamber e-mails:

#### **Become A Hero To An Animal At The Utica Zoo**



The Utica Zoo has announced their new animal adoption program, the Utica Zoo Animal Heroes program. Members of the community can now choose any of the over 200 individual animals to symbolically adopt and support on a monthly basis. The program offers 3 different commitment levels and is designed to help community members become a larger part of the Utica Zoo by helping with the monthly costs each animal has.

**MORE INFO**

When the reader clicks "more info", they're directed to our website where the complete story appears along with your provided images and your logo! (to see the example, hold down 'ctrl' key and click more info)