



August 22, 2011

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FOR IMMEDIATE RELEASE

MEDIA RELEASE

The CAUSE – Community Supporting Community

Inver Grove Heights, MN - The River Heights Chamber of Commerce recently launched an exciting fundraising initiative called the CAUSE, which will benefit in-part Beyond the Yellow Ribbon Communities of Inver Grove Heights and South Saint Paul. Beyond the Yellow Ribbon is a comprehensive program that creates awareness for the purpose of connecting Servicemembers and their families with community support, training, services and resources.

The CAUSE is looking for residents to get creative, have fun and raise money for a good cause by participating in one of an endless number of activities. By forming a team of any size, friends and families can spread awareness, raise donations and help support local Beyond Yellow Ribbon Communities. Teams can come up with a unique activity of their own, or browse a variety of ideas online at thecause.theeventmn.com, and then ask others to support the CAUSE by making donations.

All teams can upload photos and videos of their activities on the website to not only share what they have done with others, but have a chance to win contests. Most Creative, Funniest, Most Thoughtful and many more will be recognized at The EVENT, a celebration of Freedom and Free Enterprise, on October 14th at the Historic Concord Exchange Building in South Saint Paul.

For those interested in other great ways to help the CAUSE, the River Heights Team is recruiting members for their walk in the Inver Grove Heights Days parade on September 10th. People get the chance to become more involved and show love for their community by walking alongside others with the same values. Online donations are also greatly appreciated (thecause.theeventmn.com) or in person at the River Heights Chamber of Commerce Office (5782 Blackshire Path, Inver Grove Heights).

"The River Heights business community has always shown strong support towards the non-profits in our community. As we approach the 10 year anniversary of 9-11, the Beyond the Yellow Ribbon Communities are working hard to spread the word about the resources they provide to our military families and the River Heights Chamber is excited to be a part of that outreach," added Jennifer Gale, President of the River Heights Chamber of Commerce.

Activities and donations can take place anytime and anywhere before October 10th, 2011. The CAUSE is a wonderful way for the community to get creative, be a part of helping local military families and show appreciation for the sacrifices they make for our country. Proceeds from the CAUSE will provide support and awareness for Beyond the Yellow Ribbon Communities of Inver Grove Heights and South Saint Paul.

To learn more about the CAUSE, the EVENT or the River Heights Chamber of Commerce, please contact the River Heights Chamber office at 651.451.2266 or visit us online at www.riverheights.com!

About the River Heights Chamber of Commerce

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The River Heights Chamber of Commerce aggressively promotes the interests of the business communities of Inver Grove Heights and South St. Paul. The organization is volunteer driven and strives to continue to provide value-added opportunities for all members. Visit their website to learn more at www.riverheights.com.

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