



## **News Release**

FOR IMMEDIATE RELEASE: **January 28, 2020**

### ***New Economic Prosperity Organization Launches in Eugene, Oregon***

Eugene, Ore. - Recognizing the potential economic opportunities in front of our community in this new decade, the Eugene Area Chamber of Commerce is excited to announce the creation of Onward Eugene, a 501c3 nonprofit organization that will work to unite regional partners, capitalize on regional momentum, and help to fully realize our shared potential for expansive and inclusive prosperity.

Our community is experiencing elements of positive change that haven't been seen for decades. The rise of the local tech industry in recent years has been unprecedented. Our food and beverage industry is putting Eugene on the map. Preparation for the 2021 World Athletics Championships is underway. Downtown Springfield is undergoing a renaissance. In Eugene, redevelopment of the downtown riverfront, the creation of a town square, the expansion of the 5th Street Market, and the development of University of Oregon's Knight Campus are all in motion.

Much of this is happening as the result of individual organizations, projects and energies. Onward Eugene aims to link these forces, operating in a collective-impact model focused on economic development. The Eugene Area Chamber of Commerce will form the backbone of the new organization.

“We have a singular opportunity at this moment to align our economic development activities under one strategy; coming together with shared purpose and to lift our community to new levels of prosperity,” shares Brittany Quick-Warner, President and CEO of the Eugene Chamber.

Matt Sayre, who previously championed the rise of the region’s tech sector, will lead Onward Eugene as Managing Director.

“The next 36 months will define the trajectory of what can be achieved in our community over the next 100 years,” says Sayre. “The opportunity to provide leadership at this unique time in the history of our region has compelled me to step forward,” he adds.

Onward’s work will focus on cross-sector economic development, helping companies that are here grow, creating regional marketing to recruit new traded sector companies and skilled talent, furthering the development of the region’s innovation network, supporting startup companies of all types, and improving the local school-to-work pipeline, thereby helping students acquire the skills they need to unlock high-wage jobs and find their way to brighter futures.

The Eugene Chamber is excited to launch Onward Eugene to the membership and greater business community at the 66<sup>th</sup> Annual Celebration of Business held Tuesday, January 28 at Graduate Eugene.

### ***Onward Eugene. It’s time.***

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About the Eugene Chamber

The Eugene Area Chamber of Commerce a catalytic leader in creating a vibrant and diverse economy that drives economic opportunity and well-being in our region. The Chamber works with partners in business, government, and non-profit sectors to create an environment that improves the economic prosperity of our region. For more information, call 541-484-1314 or visit [www.eugenechamber.com](http://www.eugenechamber.com).