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BOB BATTENFIELD & ASSOCIATES

Marketing, Advertising, Public Relations

8893 La Mesa Boulevard, La Mesa, California 92041-5194
(619) 469-6101

MEMO TO THE MEDIA

THE EAST COUNTY
ECONOMIC DEVELOPMENT COUNCIL
INVITES YOU TO ATTEND
A PRESS CONFERENCE TO ANNOUNCE
THE LAUNCHING OF
"PROJECT SPRING VALLEY"

JAN. 13, 1992
9:30 A.M.
AT THE SPRING VALLEY COMMUNITY CENTER

8735 JAMACHA BLVD., SPRING VALLEY
(EAST OF THE INTERSECTION OF SWEETWATER RD. & JAMACHA BLVD.)

This is an opportunity to learn about the ECEDC's plans to upgrade and revitalize a 160-acre parcel of industrially zoned land in the La Presa section of Spring Valley. Working in partnership with the Spring Valley community, ECEDC's purpose is to create jobs and stimulate the local economy.

Five community-sensitive financial institutions -- Bank of America, Valle de Oro Bank, Cuyamaca Bank, Union Bank, and HomeFed Bank Foundation -- have generously provided seed money for Project Spring Valley. They recognize the area, now under-utilized, has great potential.

Speakers will include: George Bailey, 2nd District County Superviser; Dana Quittner, ECEDC president; Deanna Weeks, ECEDC chief administrative officer; and Mike Conlon of Keyser Marston, project consultant.

Attending financial backers will be Bill Ehlen, president of Valle de Oro Bank; Al Farias, president of Cuyamaca Bank and president-elect of ECEDC; plus representatives of Bank of America, Union Bank and HomeFed Bank Foundation.

Press releases and background materials will be available at the press conference.

PLEASE RSVP TO BOB BATTENFIELD, 469-6101
OR DEANNA WEEKS, 462-3312