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Introducing…Greater Vidalia® Chamber **[1]**

On 19 Mar, 2021

The Toombs-Montgomery Chamber of Commerce announced a rebranding effort and changed the name to Greater Vidalia® Chamber at the 2021 Annual Meeting on March 18, 2021, at Hawks Point in Vidalia, Georgia.

Steven McComas MPA, MBA, CGMA, CPA, and 2021 Board Chair of the Greater Vidalia® Chamber said, "The new name is part of a holistic rebranding effort for the chamber that includes a new logo, new website, and an aggressive marketing strategy. With the globally recognized Vidalia® onion, we will leverage our new brand to embark on a multi-year strategy to increase commerce throughout Toombs, Montgomery, and surrounding market areas. The new name is intended to propel our existing efforts to exhibit a progressive business climate to retain and attract small businesses and young professional talent. We appreciate the support we receive from our members and local leadership on our three strategic priorities focused on growth in our Reach Programs, a new Regional Center for Entrepreneurship, and this rebranding effort." Visit our website at www.greatervidaliachamber.com [2].

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