



# SARASOTA TOMORROW

The Greater Sarasota Chamber of Commerce



## For Immediate Release

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### **SunTrust \$75,000 Check Gives *Sarasota Tomorrow* Lift-Off**

Sarasota, FL (December 13, 2007)— SunTrust Bank of Southwest Florida President Margaret Callihan gave *Sarasota Tomorrow* a boost into immediate action with a check for \$75,000—the full amount of SunTrust's five-year pledge—to kick-start the program. Pam Truitt, chair of The Greater Sarasota Chamber of Commerce's board of directors and Steve Queior, Chamber president, accepted the check in Callihan's office on Tuesday, December 11<sup>th</sup>.

The Chamber's launch of *Sarasota Tomorrow*, a five-year, \$2 million program to improve the business climate, address critical infrastructure issues, form action-centered inter-organization partnerships, and provide enhanced business services, was announced at a reception at the Hyatt Sarasota on December 4<sup>th</sup>. Chamber board members and members of the Campaign Leadership Cabinet announced that over \$1.2 million of the goal has already been pledged, including the SunTrust investment.

"The up-front payment of SunTrust's total commitment, combined with some early first-year payments by LandMark Bank and Neal Communities, gives us a six-figure bank account to put *Sarasota Tomorrow* into action before the end of the year," said Queior.

"Put the SunTrust funds together with the start of recruiting volunteer leaders for our *ST* committees and our partnership-building and community-messaging, and we're off to an amazingly quick start," Queior said. "We're getting help from pros like *SRQ* Magazine, ABC 7 - WWSB, the Herald Tribune Media Group, the Observer Group and Comcast. *Sarasota Tomorrow* will become active and visible on the suncoast landscape in the first quarter of 2008."

The campaign to fund *Sarasota Tomorrow* will run through April 2008. The program to improve the community's future will be implemented over a five-year calendar from 2008 through 2012.

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The Greater Sarasota Chamber of Commerce is a not-for-profit organization that exists to maximize our members' success, the community's competitiveness, and the area's economic strengths. For more information, call 941-955-8187 or visit online at [www.sarasotachamber.com](http://www.sarasotachamber.com).