

## NEWS RELEASE

4 March 2010

### **Halton Chamber to launch BizHalton - a FREE business website**

Halton businesses are to be promoted on a new business trading and information website – BizHalton.

The online promotional site is being delivered by Halton Chamber of Commerce and Enterprise, on behalf of the Halton Enterprise Board. They have just appointed web designers Designated Associates to build and maintain the site.

The BizHalton website is due to be launched in the summer and will be open to any business in the borough, not just Chamber members. All firms, large or small, will be able to market their goods and services by posting a free business profile on the site.

BizHalton will also provide a one-stop-shop for all local business news, events, special promotions and information on local support programmes such as the Business Buddy scheme and Enterprising Halton initiative.

Eric Hudson, Halton Chamber Executive Vice Chairman, said he hoped BizHalton would promote entrepreneurship within the business community and encourage residents to buy local.

More than 15 companies bid for the contract to host the site. He added: "We are very pleased with the overall winner of this extensive procurement process. Designated Associates demonstrated a thorough understanding of the need to involve all local companies in this new initiative and had excellent references for their design and delivery capabilities."

Elaine Owen, Managing Director of Designated Associates & Designated Design, commented: "We are absolutely delighted to be working with Halton Chamber of Commerce & the Halton Enterprise Board. This is a fresh, innovative and forward thinking project - just the kind of solution that we excel in delivering."

*A photo of Elaine Owen is available by emailing [lynn@peglercommunications.co.uk](mailto:lynn@peglercommunications.co.uk)*

**Issued by Lynn Pegler, Pegler Communications**

***On behalf of Halton Chamber of Commerce and Enterprise***

***Tel: 01928 789042. Mob: 07783 686246. [lynn@peglercommunications.co.uk](mailto:lynn@peglercommunications.co.uk)***