



**Dear Community Friend:**

Join us as we kick-off the “4<sup>th</sup> Annual College Welcome Initiative”, sponsored by The Genesis Group of the Mohawk Valley region!

In partnership with area Chambers of Commerce and ALL 11 AREA COLLEGES, we are working to help more than 25,000 area college students feel at home in our community !

**THIS CAN MEAN GREAT THINGS FOR YOU!** Businesses that are already in the program have reported many new student customers! This *FREE* service is offered because The Genesis Group and its partners believe that by encouraging our college students to explore and enjoy our area, we are creating a positive impact for our businesses, our colleges and our region's future!

Participating businesses receive exposure on our website, which is donated and maintained by Capraro Technologies, Inc. You can visit the site by going to [www.CollegeWelcome.org](http://www.CollegeWelcome.org) - You can also find us on FACEBOOK!

**THIS SITE IS THE ONLY ONE ACTIVELY PROMOTED BY ALL AREA COLLEGES – AND IT IS FREE FOR YOU!**

Once enrolled, your business will be listed on the site, and when a visitor scrolls to your your name, a pop-up message can show your address and a link to your own website! You'll also get a window decal with our recognized logo to display at your business so that our college students know you are welcoming them! Also listed will be the incentive that you would like to offer and when the student visits your business, they will be required to show their “College ID” to receive the incentive or discount.

On behalf of the The Genesis Group and its partners, we are happy to provide this service to our area's students and area's businesses.

Let us know that you're interested and we'll get you signed-up! For questions or comments, contact us by calling **315.792.7187** or by email, [info@TheGenesisGroup.org](mailto:info@TheGenesisGroup.org).

**Raymond J. Durso, Jr.**  
Executive Director

**The Genesis Group College Community Network**