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MASSDEVELOPMENT RELEASES UPDATED GUIDE TO NASHOBA VALLEY AREA ATTRACTIONS

MassDevelopment today announced the release of a new guide to regional business services and attractions. A resource for residents and visitors, the brochure lists 120 businesses in Ayer, Harvard, Shirley and Devens. It also features commercial, retail and recreational amenities from banks and gas stations to restaurants, amusements and attractions. The brochure provides the address, phone number and a brief description of each business, making the information convenient and readily available to the user.

"The new regional marketing brochure, funded by MassDevelopment, is an extremely useful tool, said Andrew Syiek, director of the Nashoba Valley Chamber of Commerce. "It will help stimulate interest in the Nashoba Valley's ever expanding list of products and services."

After engaging in discussions with local businesses, MassDevelopment volunteered to create the first edition four years ago. MassDevelopment enlisted Media Power Inc., a Devens printing firm, to design and produce the publication. A wide variety of businesses are highlighted, as well as a basic map of the four communities. The brochure has been distributed to Ayer, Shirley and Harvard town halls, as well as the Devens State Police station, Devens community center, Nashoba Valley Chamber of Commerce and the Devens Reserve Forces Training Center.

"The patronage of residents keeps local businesses alive," said Robert L. Culver, MassDevelopment president/CEO. "MassDevelopment is pleased to support this effort."

Located in north central Massachusetts and managed by MassDevelopment, the Devens Enterprise Zone is home to more than 80 businesses employing approximately 4,200. Created by statute in 1993 to support business growth and attract economic development opportunities in the region, the 4,400-acre site features fast-track permitting and other incentives for businesses. The former military installation is recognized today as a national model for military base redevelopment. Along with its business tenants, the Devens community also includes more than 2,100 acres of recreation and open space, private residences, schools, and a network of human and social services providers. Together these organizations and amenities attract more than 200,000 visitors to Devens annually.

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DEVENS, MASSACHUSETTS

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