



# Aurora Chamber of Commerce Media Release

FOR IMMEDIATE RELEASE

## **Aurora Chamber of Commerce Announces New Executive Director**

*The Aurora Chamber of Commerce announces Sandra Ferri as their new Executive Director*

**AURORA, ON, October 27, 2017** – The Aurora Chamber of Commerce is pleased to announce the appointment of Sandra Ferri to the position of Executive Director. In this role, Sandra will lead the day-to-day business operations of the Aurora Chamber of Commerce in its pursuit to support the Aurora business community.

Sandra has over 30 years of experience in Educational Publishing where she held senior management positions in the areas of Marketing, Sales, Operations and Finance. Since leaving the corporate world Sandra has become an Executive Business Coach and is a member of the International Coaching Federation. She has also spent three years volunteering with the Vaughan Chamber of Commerce, where she sat on the Board of Directors and was a member of the Finance, Membership, and Marketing Committees, and Co-Chaired the Government Relations Committee. Her passion for business and desire to help others will be an asset to the Aurora Chamber of Commerce.



Members of the local business community are invited to drop in for a casual networking event to connect with Sandra on Friday, November 3, 2017, from 10:00 am to 11:00 am. “Coffee with the New Executive Director,” will take place at the Aurora Chamber of Commerce office, at 14483 Yonge Street in Aurora.

The Aurora Chamber of Commerce is a politically independent, membership-based, volunteer-driven, not-for-profit organization. Our mission is to lead and serve the Aurora business community. Our goal is to build, drive and positively influence the economic landscape of Aurora. The Aurora Chamber acts as an advocate for the 1,400 plus businesses in our community, while facilitating opportunities for businesses to promote themselves locally and regionally, do business with one another, enjoy savings and value through various benefit programs, and gain knowledge through dozens of events and seminars each year.

- 30 -

[Learn more](#) about the Aurora Chamber of Commerce.

**For further information, or to arrange an interview with Sandra Ferri, please contact:**

Crystal Walsh, Communications & Marketing Specialist  
Aurora Chamber of Commerce  
E. [c.walsh@aurorachamber.on.ca](mailto:c.walsh@aurorachamber.on.ca)  
T. 907.727.7262 ext.21

Aurora Chamber of Commerce  
14483 Yonge Street, Aurora, ON L4G 0P3  
905-727-7262

Web: [www.aurorachamber.on.ca](http://www.aurorachamber.on.ca)  
Email: [info@aurorachamber.on.ca](mailto:info@aurorachamber.on.ca)  
Social: @AuroraChamberON