



FOR IMMEDIATE RELEASE

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**What Do CEO's, Executives and Business Owners
Need to Know About Social Media?**

Do you understand the full scope of the social-digital world? Is your business integrating social tools at every level of the organization, or just as an afterthought? On Thursday, March 8, beginning at 5:30 pm, SOREDI will offer a LAUNCH|Talk for area start-ups at Climate City Brewing in Grants Pass. The program will feature Gretchen Fox, of MTO Agency. Tickets are \$15 for non-members and no charge for SOREDI members. Pizza will be provided. Tickets are available at www.soredi.org/events and at the door.

Gretchen Fox will talk about The Social Paradigm Shift: How Social Media Could & Should be Impacting Your Entire Organization. Fox is the founder and CEO of MTO Agency and MTO EDU, a social media training program that helps companies grow their businesses using the power of social media. Prior to the launch of MTO, she served as Vice President of Social at Live Nation and Ticketmaster, the world's leading live entertainment company where she generated over \$20 Million in revenue annually through social media channels and launched concerts for some of the biggest recording artists in the world, including Jay-Z, Kanye West and P!NK. Before joining Live Nation, Fox launched one of the first Social TV products to deliver interactive and live streaming experiences at NASPERS R&D project and Silicon Valley start-up, Media-Zone. In this role, she managed online marketing for some of the world's biggest sport properties, including; AELTC's Wimbledon Championships, IndyCar Race Control, ING New York City Marathon, and NBC's Winter Olympics. Fox is equipped to walk you through what you need to know to win the Social Age.



Gretchen Fox

About SOREDI: SOREDI is a private, membership-based, non-profit organization, governed by a board of directors. Its seven-person staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987. Learn more at <https://www.soredi.org>.