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For immediate release

**Chamber Announces Appointment of New CEO**

**SAINT JOHN, NB –** The Saint John Region Chamber of Commerce is pleased to announce the appointment of Tracy Bell as the new Chief Executive Officer (CEO) for the organization.

In her role as CEO of The Chamber, Bell will oversee its strategic direction and efforts to foster economic growth, drive innovation, and improve the overall business climate in Saint John and surrounding areas for its member companies, as well as for the wider entrepreneurial ecosystem in the Region.

Bell comes to the Chamber from her most recent role as co-founder and CEO of Millennia TEA, a Saint John startup that supported the wellbeing of thousands of families across Canada and earned international recognition for its global innovation. Her previous roles included stakeholder relations, communications and public affairs leadership in emergency medicine and post-secondary education, as well as journalism and media relations.

“We are thrilled to welcome Tracy to the Chamber. She brings a wealth of experience across a variety of disciplines, from entrepreneurship to community and media relations. We look forward to working with her as she leads the Chamber with an innovative, partnership-driven approach.” says Mohamed Bagha, Chair of the Saint John Region Chamber of Commerce.

Bell expressed her enthusiasm about joining the Chamber. “I am honoured to be leading the team at the Saint John Region Chamber of Commerce. Since the Chamber’s inception over 200 years ago, the organization has been a cornerstone in the Greater Saint John business community. I’m looking forward to passionately supporting and advocating for our 500+ Chamber members – to help businesses in our region thrive and to realize our larger vision of making Saint John the best place in Canada to start and grow a business.”

Carole Cunningham will resume her role as the Director of Events and Administration for the Chamber.  We thank her for her extraordinary leadership over the past four months as interim CEO, and for her longstanding dedication to the Organization and its aims.

The Chamber looks forward to the future under the capable leadership of Tracy Bell and is confident that her vision and expertise will drive the organization forward.

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**About the Chamber**

The Saint John Region Chamber of Commerce is a nationally accredited business organization dedicated to fostering an economic climate that enhances growth, prosperity, and improved quality of life in the community.  With more than 500 member businesses, representing the interests of 37,000 people, The Chamber is a dynamic advocate and the principal voice for the business community of Greater Saint John.  It offers a variety of programs, activities, services, and networking opportunities designed to enhance the business prospects of members and the overall business climate of the area.

**For media inquiries or more information, please contact:**

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