

Penticton, BC – Media Release

For Immediate Release: February 7, 2024

Penticton & Wine Country Chamber of Commerce

## **Penticton Chamber announces launch of Top 40, presented by Kettle Valley Memorial**

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Penticton's leaders and positive difference makers are set to take centre stage as the Penticton & Wine Country Chamber of Commerce and Kettle Valley Memorial proudly announce the launch of the Top 40 over/under 40, a dynamic initiative aimed at recognizing and celebrating the outstanding achievements, contributions, and innovations by exceptional individuals who help make Penticton a vibrant and thriving community.

The Top 40 over/under 40 is unique to other Top 40 programs in that 20 of the 40 recipients will be under 40 years of age, and the remaining 20 will be 40 and older.

"We wanted an opportunity to not only shine a spotlight on the remarkable stories of 40 outstanding people whose accomplishments contribute to the prosperity of Penticton, but also create a way to foster connection and mentoring between those under 40 who are growing in their fields, and those 40 and over who are well established," remarked Michael Magnusson, the Chamber's Executive Director.

Recipients will be chosen by a selection panel composed of respected and experienced business and community professionals who will independently evaluate each nominee's accomplishments in leadership, vision, innovation and achievement in their field, impact and positive influence on others, and their commitment to social responsibility and community involvement.

It was with these qualities in mind that made Kettle Valley Memorial the perfect fit to be the Presenting Sponsor.

"We've always made supporting our local community a huge priority at Kettle Valley Memorial, so when the opportunity came for us to sponsor an event that recognizes others who dedicate themselves to building their businesses and contributing to the community, we knew we wanted to be involved in a big way." said owner Kevin Smith.

Because of KVM's support, Penticton's Top 40 recipients will receive an engraved award commemorating their achievement and will also be invited to join their Top 40 peers, local dignitaries, sponsors, and other community leaders at a celebratory gala at the conclusion of the program.

Everyone is encouraged to nominate someone who they feel exemplifies the qualities of good leadership, great vision and foresight, innovation and achievement, impact and positive influence, and commitment to social responsibility and community involvement by visiting: [penticton.org/top-40-awards](https://penticton.org/top-40-awards)

Nominations open today, February 7<sup>th</sup> at 4pm, and close on March 3<sup>rd</sup>, 2024. Once the selection committee has completed their work, a recipient from each of the under- and over-40 category will be announced each week over a 20-week period beginning in April.

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For more information, contact:

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The Penticton & Wine Country Chamber of Commerce is a dynamic, trusted and respected business authority representing approximately 500 local business and non-profit members that drive economic and social growth and improvement on behalf of, and in support of our members and the community.