

Penticton, BC – Media Release

For Immediate Release: October 29, 2025
Penticton & Wine Country Chamber of Commerce

PENTICTON & WINE COUNTRY CHAMBER OF COMMERCE JOINS OKANAGAN BUSINESS ADVISORY COUNCIL

The Penticton & Wine Country Chamber of Commerce is proud to announce its participation in a newly expanded regional partnership of Okanagan chambers of commerce and boards of trade, strengthening collaboration and advocacy efforts across the valley.

This week, the Penticton Chamber joined the Kelowna Chamber of Commerce, Greater Westside Board of Trade, and the Greater Vernon Chamber of Commerce in signing a Memorandum of Understanding (MOU) establishing the Okanagan Business Advisory Council (OBAC) — a collective dedicated to advancing the interests of Okanagan businesses and communities.

“By joining this council, we’re ensuring that Penticton’s business community has a strong, united voice when addressing key regional and provincial issues,” said Jordan Knox, President of the Penticton & Wine Country Chamber of Commerce. “Having the weight of our entire region when doing advocacy work is critical for our members when dealing with all levels of government – municipal, regional, provincial and national.”

The new alliance builds on the existing partnership between the Kelowna Chamber and the Greater Westside Board of Trade, expanding its reach and influence throughout the Okanagan. Together, the four organizations represent thousands of businesses spanning industries such as tourism, agriculture, manufacturing, and technology.

“This partnership allows us to work together on the challenges that impact the entire region, from transportation and housing to workforce development and economic resilience,” said Michael Magnusson, the Chamber’s Executive Director. “A collaborative, valley-wide approach ensures that our members’ voices are heard and that solutions are developed with the region’s collective interests in mind.”

OBAC’s first joint initiative will be participation in the Kelowna Chamber’s annual Policy Development Forum on November 13, where members from all four chambers will meet to discuss and debate policy priorities for 2026.

The Penticton Chamber looks forward to contributing its local expertise and business perspectives to the Council’s upcoming advocacy work, ensuring that the South Okanagan remains an integral part of the region’s economic and policy conversations.

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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.