

Time Warner makes \$45,000 in-kind donation to CVEP

Cable company to provide provide free time for valley promos

K Kaufmann • The Desert Sun • October 28, 2010

Time Warner Cable has announced a \$45,000 in-kind donation to the Coachella Valley Economic Partnership, to be used for advertising to promote the valley to businesses in other parts of California and other states.

“Investing in our communities and helping to make them stronger is a core value at Time Warner Cable,” said Kathi Jacobs, director of public affairs for the company, who is also on CVEP’s board of directors.

Part of CVEP’s economic blueprint is focused on attracting new business to the region through aggressive marketing. Time Warner will run a CVEP promotional video in Los Angeles, San Diego, Colorado and Ohio.

Other marketing opportunities may come from using Time Warner’s local studio and tapping into the company’s e-mail inserts and regional media markets.

For information, call CVEP at (760) 340-1575 or visit www.cvep.org.



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