



FOR IMMEDIATE RELEASE

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High Desert Opportunity Sponsors Essay Contest for Local High School Students

Victorville, Calif. - High Desert Opportunity 2008 is sponsoring an essay competition for local high school students. High Desert Opportunity is a day-long event that focuses on drawing attendees from out-of-the area who are business owners, managers and site locators. Local cities, chambers of commerce, the County of San Bernardino, organizations and other businesses come together at this conference, to showcase the desirable business climate in the Inland Empire North (High Desert) to the attendees from out-of-the-area.

The essay theme is *"My Favorite High Desert Business and Why I Think They Are Successful"*. The essays should be 500 to 800 words. The winning essay will be printed in the High Desert Opportunity special section in the Daily Press and available at the event.

High Desert Opportunity's marketing efforts extend beyond the high desert. Marketing for the event includes mailings to site locators and business owners, email blasts to the target market customers and ads in high profile trade publications. In 2007, business owners, site locators and commercial real estate brokers attended the conference in record numbers, many from out-of-state.

High Desert Opportunity is an annual event celebrating its 27th successful year. A volunteer group of High Desert business and civic leaders coordinate the conference. The group remains focused on drawing potential new business to the High Desert and believes that the keynote speaker, Olympic Champion and Sports Broadcaster, John Naber, will add value to all attendee's conference experience.

The winner of the essay contest will receive a \$100 gift certificate and will be invited to High Desert Opportunity 2008 on Thursday October 16 (along with a guest) and will meet John Naber.

Deadline for submitting essays is July 31. Essays should be sent to: HDO Essay Contest c/o The Daily Press, PO Box 1389, Victorville CA 92393 or emailed to sdrake@vvdailynews.com. They should include the author's name, daytime phone number, age and school of attendance. Please note that the student should not be affiliated with the business they choose for the essay topic (no family connection or working relationship).

The 2007 conference drew over 1350 attendees representing the fields of real estate, insurance, manufacturing, architecture and economic development, organizers said. In addition to the exhibit area and Naber's presentation, a morning program features local and regional speakers discussing the advantages the High Desert offers to new and expanding businesses. For more information on this event visit www.highdesertopportunity.com or telephone 760.245.7600.

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