



FOR IMMEDIATE RELEASE

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High Desert Opportunity 2005 Poised to set new record

VICTORVILLE, Calif.— Recent population and business growth in the High Desert has contributed to an impressive level of interest in this year's High Desert Opportunity. The October 20th event promises to be one of the best attended in the organization's 24 year history.

The annual event aims to draw out of the area business owners, managers and site locators to the high desert region. Local cities, chambers of commerce, the County of San Bernardino, organizations and businesses come together at this conference to showcase the desirable business climate in the High Desert.

High Desert Opportunity is a volunteer organization whose goal is to promote local business opportunities and development sites for new business in the High Desert and along the I-15 corridor through a one-day business conference. The event includes exhibitors, showcasing local businesses and industry, an Opportunity Theater that presents speakers on a variety of topics including local demographics and economics, and a luncheon program featuring Kyle Petty, NASCAR driver and head of Petty Enterprises.

There is still an opportunity for local businesses to obtain booth space to showcase their products and services. Sponsorships from \$500 to \$15,000 are also available for businesses wishing to benefit from the event. For more information, visit the High Desert Opportunity Website at www.highdesertopportunity.com or call 760-245-7600.

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