



## **MEDIA RELEASE**

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# **Greater Dubuque Development Begins Retail Expansion Efforts**

**DUBUQUE, IOWA** — Greater Dubuque Development has implemented a new program to enhance the area's retail base and reduce leakage to other communities.

Greater Dubuque has extended its focus to include the expansion of the region's retail options. Amy Wickham, Director of Retail Expansion, will lead the efforts to identify retail opportunities for the Greater Dubuque area, establish contact with these targeted companies and facilitate the communication process with local officials. In addition to recruiting new options to the area, this program will also provide information to existing businesses to strengthen their current marketing efforts.

More retail opportunities will strengthen Dubuque's position as the regional center for shopping and recreation and, as a result, help existing retailers become even more successful.

For more information on this program, please contact:

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