



News Advisory

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Emergency Grant Delivers Critical Support

Lehigh Valley, PA – 3/30/20:

The Greater Lehigh Valley Chamber of Commerce in partnership with BB&T now Truist, along with incredible business leaders Tom Groves Equinox Benefits Consulting and David Jaindl announces a pool of \$150,000 to immediately support businesses that have been hit hard by the COVID-19 crisis. “We’re hearing from businesses and nonprofits on every main street that they’re trying to hang in and hang on. We’re all in this together and have been dealt a real economic blow, but we’re on our feet and fighting back,” Chamber CEO and President Tony Iannelli said.

Now more than ever, the Chamber is grateful for the “Power of Partnerships.” This grant program is intended to help with paying rent, making payroll or other operating expenses. The application is on the [community page of the Chamber’s website](#) and businesses and nonprofits can apply for up to \$2,000 through April 13. The process is simple and designed to deliver support to those who need it right away.

“Main St small businesses are literally the back bone of the American economy. When they were asked by Governor Tom Wolf of Pennsylvania and Governor Phil Murphy of New Jersey to shut down, as Patriotic American Citizens they did it without question to save lives, now it’s our turn to save them.”, said Tom Groves.

“It is in times like these where we rally around each other as a community. BB&T now Truist is proud to partner with the Greater Lehigh Valley Chamber of Commerce to help our neighbors through this time,” said Travis Rhodes, Truist region president, Delaware/Lehigh Valley. “What better way to live out our purpose of Inspiring and Building better lives and communities.”

About the Chamber: *The mission of The Greater Lehigh Valley Chamber of Commerce is to improve the economy and quality of life in the Lehigh Valley Metropolitan Area. We accomplish this through business-to-business networking events and marketing products, affinity programs and exclusive, money saving member benefits, training programs, government affairs initiatives and public policy advocacy, and community development enterprises. With nearly 5,000 members who employ more than 200,000, the Chamber is the largest in Pennsylvania and New Jersey, and in the top ten nationwide.*

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