

FOR IMMEDIATE RELEASE: September 15, 2022

MASSECON RELEASES VIDEO SERIES PROMOTING MASSACHUSETTS REGIONS AS HOTSPOTS
FOR BUSINESS GROWTH

*Regional videos and statewide video showcase advantages of working and living throughout the
Commonwealth*

WATERTOWN, MA – [MassEcon](#), the state’s private sector partner in promoting business growth in Massachusetts, today announced the release of a video series promoting Massachusetts as a place to work and do business. The videos focus on the five regions of Massachusetts — Greater Boston, Northeast, Southeast, Central, and West — and Massachusetts as a whole.

Click [here](#) to view each region and watch the videos.

- [West Region video](#)
- [Southeast Region video](#)
- [Northeast Region video](#)
- [Greater Boston Region video](#)
- [Central Region video](#)

Click [here](#) to watch the statewide video.

“In no uncertain terms, Massachusetts is a premier location for some of the most significant industries of our age and its regions provide unique opportunities to excel for employers and talented workers alike,” said Peter Abair, Executive Director of MassEcon. “While we are very self-critical in Massachusetts, our state is nonetheless is an extraordinary place to live and to do business, offering an exceptional workforce and high quality-of-life.”

MassEcon developed the videos with support from the Massachusetts Executive Office of Housing and Economic Development through a Regional Economic Development Organization grant administered by the Middlesex3 Coalition. Each video highlights the advantages of a specific region, showcasing it as a business location as well as a destination for talented workers to pursue a career and families to settle. The promotions will be released in multiple phases with a focus on a variety of audiences.

“Massachusetts is home to an unparalleled ecosystem of industry, academia, and talent that provides the right environment for companies to thrive,” said Housing and Economic Development Secretary Mike Kennealy. “MassEcon continues to be a valuable partner helping the Commonwealth put our best foot forward showcasing Massachusetts as the best place to do business.”

The videos were developed after receiving input from national and global site selection consultants and in consultation with MassEcon’s many regional partners throughout the state. Regional partners include Western Mass EDC, Town of Chelmsford, Middlesex3 Coalition, Merrimack Valley Chamber of Commerce, Worcester Regional Chamber of Commerce, Visit North Central Mass, Town of Mansfield, MetroSouth Chamber of Commerce, and the South Shore Chamber of Commerce. Path8 Productions produced the videos, and Lauren Perna Communications is helping promote them.

Later this month, MassEcon will be launching videos that highlight the thriving industries across the Commonwealth.

About MassEcon

MassEcon's mission is to promote and champion Massachusetts as the best place to start, grow and locate a business. Built upon a robust network of corporate and civic members, MassEcon convenes public and private sector leaders of industry to create an inclusive business ecosystem that enhances job growth across a diverse talent pool; promotes investment in all communities; expands equitable opportunities throughout the Commonwealth.

CONTACT:

ANNIE O'CONNELL, COMMUNICATIONS DIRECTOR

AOCONELL@MASSECON.COM

-###-