



News release

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YourTownTV.com promotes Bay Area Houston through Web-based “infotainment”

BAY AREA HOUSTON, TEXAS – Lights, camera, action! YourTownTV.com has entered the ever-expanding world of Web-based companies and has joined the Bay Area Houston Economic Partnership, as well. Bob Mitchell, BAHEP president, stated, “YourTownTV.com traveled with the Citizens for Space Exploration to Washington, D.C., in May and provided excellent, first-time coverage of this important BAHEP initiative on behalf of NASA and human space exploration. We look forward to working together to promote our region and all its great people and businesses.”

YourTownTV.com, founded in 2010, is a Web-based TV show, an “infotainment” resource. The company offers video production to showcase businesses through their Web sites and social media. Social media training and video presentation training are also available in addition to college internships. Bonnie Lem, chief executive officer of YourTownTV, commented, “We are a place for businesses to showcase and shine, for cities to reach a mass audience, and to demonstrate to people all over the world why Bay Area Houston is the best place to live and visit.”

According to an article in the July 8, 2010, *Houston Business Journal*, “Attracted by stable real estate prices and a relatively low unemployment rate of 8.5 percent, Web site **Relocation.com** found that in June, 50 percent more people said they wanted to move to the Lone Star State than in its previous survey in February.” Such a strong interest in Texas paves the way for Lem and YourTownTV.com President Jennifer Vogel to direct attention to Bay Area Houston and the many resources it has to offer.

“Many of our clients are active BAHEP members, and we’ve been associated with the organization in different ways over the years,” Lem noted. “I believe we’ll make a great team in promoting the region,” she concluded.

For information, contact Lem at Bonnie_Lem@YourTownTV.com, call 281.910.0488, or visit www.YourTownTV.com.

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