



## **FOR IMMEDIATE RELEASE**

**Effective January 15, 2026**

### **Middletown Chamber of Commerce Announces Rebrand as The East Louisville Chamber**

**Middletown, KY** — The Middletown Chamber of Commerce is proud to announce that, effective January 15, 2026, the organization will officially operate under a new name: The East Louisville Chamber.

This rebrand reflects the Chamber's expanded vision and commitment to better serve a broader range of communities and businesses throughout East Louisville and the surrounding areas. While the name is changing, the mission remains the same—supporting local businesses, fostering meaningful connections, and driving long-term economic and community development.

“The East Louisville Chamber’s goal is to reach more businesses, engage more communities, and help organizations of all sizes reach their full potential through collaboration, networking, and strategic growth initiatives.” said CEO, Jennifer C. Williams.

The decision to rebrand was driven by continued growth in membership, increased regional collaboration, and a desire to create a more inclusive platform for businesses beyond Middletown’s traditional boundaries. By broadening its identity, the East Louisville Chamber aims to play a larger role in providing resources, workforce support, and community advancement across the region.

Members can expect the same strong leadership, programming, and networking opportunities—along with greater partnerships and visibility designed to support sustainable business growth.

The Chamber will begin transitioning branding, communications, and public-facing materials over the coming months. Members, community partners, and investors will receive ongoing updates to ensure a smooth and seamless transition.

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