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## **CHICAGO LOOP ALLIANCE NAMES NEW MARKETING DIRECTOR: NON-PROFIT MARKETING EXPERT MARLA GAMZE**

CHICAGO (September 19, 2013)—**Chicago Loop Alliance** (CLA), a member-based business organization representing the Loop, Chicago's most dynamic mixed-use district, is proud to announce **Marla Gamze** as its new marketing director, effective Monday, Sept. 23. Gamze brings to CLA over two decades of experience in private sector and non-profit marketing as well as small business and international business expertise.

"We couldn't be more excited to welcome Marla to our team," said CLA Executive Director **Michael Edwards**. "Her experience will prove invaluable as we finalize our first strategic plan and begin working to implement the catalytic initiatives we've identified as vital to the continued growth and development of the Loop as Chicago's premiere destination to live, work and play."

Gamze is a native-born Chicagoan with a degree in communications/journalism from DePaul University. She currently lives, runs and cycles in the Loop. As a past partner of International Marketing Exchange, Inc., Gamze worked with clients to develop numerous marketing, media and outreach campaigns, successfully cultivating and developing strategic alliances with key philanthropic, corporate, government, non-profit, advocacy and grass roots organizations. She most recently served as the development and marketing communications officer for the Countryside Association for People with Disabilities, a nonprofit organization providing vocational training, employment opportunities, family support and economic development to people within a three-county Chicago area. A published author of children's books, photo books that document cities, and scores of local, regional and national publications, Gamze also has roots in arts/documentary production with a particular focus on Indigenous Australian traditions.

**Chicago Loop Alliance** (CLA) is a member-based business organization that represents Chicago's most dynamic mixed-use district—the Loop—and advocates for the rapidly growing central business area. CLA is focused on promoting and uniting Loop businesses and organizations to support one another in creating a vibrant, flourishing Loop where people live, work and play. For more information, please visit [www.chicagoloopalliance.com](http://www.chicagoloopalliance.com).

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