

FOR IMMEDIATE RELEASE  
December 19, 2011

**INGERSOLL BIA LAUNCHES NEW WEBSITE: [www.ingersollbia.ca](http://www.ingersollbia.ca)**

**Ingersoll, ON** – The Ingersoll Business Improvement Area (BIA) have launched their official website today, [www.ingersollbia.ca](http://www.ingersollbia.ca). The website features information about local downtown businesses and special events/promotions that the BIA runs throughout the year.

“The launch of this website will help residents and visitors know about the great shopping opportunities that are available in downtown Ingersoll,” said Mike Bowman, President of the Ingersoll BIA. “The website will over time be developed to have an interactive section for our members that will allow them to be updated on a regular basis.”

The Ingersoll BIA is the place for everything that people need for their day-to-day shopping or their festive holiday shopping. Businesses are open late this week to service people doing their last minute holiday shopping.

**-30-**

**For more information, please contact:**

Mike Bowman  
President, Ingersoll BIA  
[lithotek@rogers.com](mailto:lithotek@rogers.com)  
519-485-2757