

Innovative partnership brings enhanced business coverage to Martha's Vineyard.

The Martha's Vineyard Times and Martha's Vineyard Savings Bank have launched an innovative partnership to offer Times readers expanded coverage of the Island-business community, as well as to serve as a source of useful information for Martha's Vineyard business owners.

Beginning with the Times' July 7 issue, *The Business Page*, sponsored by Martha's Vineyard Savings Bank, will be published twice monthly in the Times' Community Section. *The Business Page* will include news and background stories about Island businesses and owners, along with articles about finance, technology, operations and other issues relevant to the diverse interests of the Vineyard business community. All of the content resulting from the Martha's Vineyard Savings Bank /MV Times partnership will also be accessible via the Bank's web site (mvbank.com).

As a result of Martha's Vineyard Savings Bank's partnership support, The Times' expanded business coverage will include a sponsored monthly column that will address the strategic and operational challenges facing seasonal and year-round Island business owners. The Business Page will ask questions of its readers, and will seek to engage them in a conversation about businesses that might be started on the Island, or the experiences, challenges and dreams of running their own enterprise. The aim of this engagement is to create a robust forum on the mvtimes.com counterpart of *The Business Page*. That section will also serve as a repository for multimedia reference materials and as a laboratory to assist Martha's Vineyard Savings Bank in planning the most useful seminars and educational programs they intend to offer.

"We are enthusiastic about this opportunity to support our local community and local businesses," stated Martha's Vineyard Savings Bank President Paul Falvey. "We hope that by addressing issues and topics unique to the Vineyard, *The Business Page* will enhance the success of our business owners and the local economy."

"This first effort in the sponsored content arena — in print and digitally — is a great opportunity for The Times to enhance our value to readers at the same time that we provide innovative and effective ways to assist advertisers positioning themselves for market leadership through education and service," said Peter Oberfest, Times Publisher. "As a true partnership, Martha's Vineyard Savings Bank and MV Times resources combine to allow us to offer much more to the community than either of us could accomplish on our own."