

# For Immediate Release

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## **Oxford's Retiree Attraction Program Featured on CNBC**

OXFORD, MS, The Oxford-Lafayette County Economic Development Foundation's Retiree Attraction Program has once again garnered national attention for the city of Oxford and its quality of life with a live appearance on **CNBC's "Power Lunch"** with Sue Herera. Christy Knapp, Vice President of Economic Development for the EDF appeared via satellite on October 18th to highlight the Economic Development Foundation's successful efforts to boost Oxford's local economy by attracting retirees to the area.

Knapp, who has served as director of the program since 2000, answered Sue Herera's questions regarding the economic impact of retirees on the city's local economy and amenities available to retirees at the University of Mississippi. Knapp also pointed out services such as those available through Baptist Memorial Hospital-North MS and described many of the aspects that contribute to Oxford's recent popularity as an ideal

retirement destination. Knapp also described the tax incentives that are available to retirees over the age of 65 such as no state income tax on certified retirement income, and generous property tax allowances for retirees ages 65 and over.

Knapp traveled to Memphis's WMC-TV studio to access the satellite hook up necessary to appear on the program. "I am so grateful for this opportunity to showcase Oxford and the wonderful quality of life that we have here," commented Knapp. "This is the fourth time this year that a major news medium has responded to our efforts to promote our town and the state of Mississippi."

Since January 2006, Oxford's economic development successes have been featured on **ABC's *Good Morning America*, *NBC Nightly News with Brian Williams*, *The New York Times***, and now a major business news network program, **CNBC's *Power Lunch***. Oxford's upscale and unique retail development has also been featured most recently in the October 2006 edition of ***Lucky*** magazine.

"This sort national attention given to our community assets and quality of life assists us in bringing business, industry and tourism to our city and state," said Max Hipp, President/CEO of the Oxford-Lafayette County Economic Development Foundation. "This is certainly the type of advertising that we'd never even begin to put a price tag on. The persistent efforts made by our EDF staff to keep Oxford in the public eye have certainly paid off."

The Economic Development Foundation is an organization committed to achieving community and economic growth and development in Oxford-Lafayette County by serving as a leader in creating opportunities for responsible economic investment, thereby raising the per capita income for all its citizens. Contact Christy Knapp at 662-234-4651 or [christy@oxfordms.com](mailto:christy@oxfordms.com) for additional information regarding membership in the EDF.

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