



News Release – For Immediate Release March 6, 2013

Brand & Visual Identity Survey Deadline Fast Approaching

The County encourages residents and businesses to check out some new logo ideas and provide feedback by completing the short Brand & Visual Identity Online Survey. Deadline to complete the survey is Friday, March 8, 2013. The survey as well as a complete background of the project can be found at www.countygp.ab.ca/branding. Survey responses remain confidential and anonymous.

This initiative links into the County's Strategic Planning process which includes ongoing efforts to support growth and development opportunities in the region

“How the County of Grande Prairie presents and markets itself through a logo and tagline to the world is a critical element in the region's ability to attract and retain residents, new businesses and employees,” says Nielsen-Bjerke. “Over time, a strong brand and look will support and promote economic growth throughout the County.

-30-

For more information:

Lesley Nielsen-Bjerke
Communications Coordinator
780-532-9722 ext.240
lnielsen@countygp.ab.ca

