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County hosting public input sessions for new logo ideas

The County welcomes residents and businesses to attend the public consultation sessions on Monday, February 25 and Tuesday, February 26 anytime between 6 p.m. and 9 p.m. to check out some new logo ideas and provide feedback.

The first session will be held on Monday at Dimsdale Hall, located off Highway 43 West and 3 kilometres south on Range Road 72A. The second session is being held in the Council Chambers at the County Administration Building located at 10001-84 Avenue, Clairmont.

“It’s very important that our local residents, businesses, and key stakeholders get involved in helping choose a logo that best reflects the County’s core values, personality, and attributes; positively resonates within the community; is recognized by the world; and, sets the County apart from other municipalities,” says Lesley Nielsen-Bjerke, County Communications Coordinator.

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.

If you’re not able to attend the public input sessions, you can complete the online survey from February 27 to March 8 by visiting www.countygp.ab.ca and clicking on the Spotlight on the top right corner of the page titled ‘Brand & Visual Identity Online Survey’. Survey responses remain confidential and anonymous.

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