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FOR IMMEDIATE RELEASE

Community Input Sought for New Geneva Brand

GENEVA, NY— The City of Geneva announced today that it has launched a new branding initiative that will focus on the community's many attributes including its historic downtown, central location in the Finger Lakes wine region, a host of cultural treasures and destinations, and all the other things that make Geneva a great place to live and work. And the community is invited to be part of the process at a public input session on Thursday, February 9 at 5:30 to 7:00 p.m. in the community room at the Geneva Public Library.

A unified branding concept, and more importantly, a sound brand distribution strategy was cited as a critical need in a market analysis conducted by the City in 2011. City Council's Economic Development Advisory Committee set out to identify firms with demonstrated success in promoting destinations for high-quality households, businesses, and visitors. After a nationwide search, the Committee identified the Ad Council of Rochester as a leader in this field, and selected them to facilitate this effort. The Ad Council, along with creative partner, Clark CSM Marketing Communications, will work with the City of Geneva, its partners and community members over the next several months to develop a compelling, accurate brand identity for the Geneva community.

Matt Horn, City Manager, is leading the initiative and has envisioned a process like this for the people of Geneva for a number of years. "The City and our economic development partners are excited to move the ball forward on this critical initiative. Our community has so much to offer to residents, businesses, and guests, and it is time to tell the world our story," Horn stated.

Because brand is much more than just a logo, the process begins with a clear understanding of what the community stands for, and represents to its various

constituencies. Public input sessions will be offered to allow community members the opportunity to share their ideas on what makes Geneva unique. Three sessions will be held – one each for residents, for the business community, and for the visitor-serving community— allowing for a public dialog about what is positive about living, working and playing in Geneva.

The City of Geneva and the Ad Council of Rochester invite all residents of the Geneva community to attend the public input session on Thursday, February 9 at 5:30pm to 7:00pm in the community room at the Geneva Public Library.

If you are a business-owner or part of the visitor-serving community, and are interested in participating in one of the other two sessions, please contact Matt Horn at mdh@geneva.ny.us.

For more information on the branding initiative, please contact the City Manager's office at 315-789-6104.

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The Ad Council of Rochester makes our community stronger by bringing voice to diverse public issues and needs. The Ad Council is a nonprofit collaborative of local businesses and volunteers and provides a wide range of marketing and communications programs for the nonprofit community. The only organization of its kind in the United States, the Ad Council was founded in 1950 and serves hundreds of local nonprofits each year.