



MEDIA RELEASE

What Makes Owen Sound Great? City Developing New Corporate Identity

The City of Owen Sound is seeking public input and comments about what makes Owen Sound a great place to live, work and play. The information will be used to develop a new corporate identity and marketing strategy aimed at promoting and showcasing Owen Sound.

As part of its three-year Economic Development Action Plan, the City is creating a new corporate identity and marketing strategy. It will include a new corporate logo and tag line that will capture the reasons Owen Sound residents are so proud of their community. The new corporate identity program will help the City position itself for future growth by attracting new residents and businesses.

All area residents are invited to participate in the on-line survey at <http://survey.owensound.ca>. Printed copies of the survey are also available. All responses will be kept confidential.

For more information, please contact:

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