



NEWS RELEASE

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CLARESHOLM REVEALS COMMUNITY "BRAND"

The Claresholm Economic Development Commission has recently wrapped up a process to re-brand the Town of Claresholm. The re-branding kick-starts a new visual and cultural identity that reflects the great community that Claresholm is. It is also a tool used to help promote Claresholm as a great place to visit, live, work and raise a family.

"A well understood, clearly communicated and consistently delivered brand is the cornerstone of the town's economic development activities moving forward," said Claresholm mayor and EDC chairman Rob Steel. "It also creates a sense of place and helps unite the community by reinforcing where we've come from as we continue to grow and develop."

Steel said it's not about re-inventing the wheel; it's about polishing the town's image and creating a new and refreshing visual look for the town, while at the same time, continuing to reflect our tremendous western agricultural heritage.

"The EDC is really excited about this initiative and we are hopeful the entire community really buys in," Steel added.

The new brand, with accompanying re-designed town logo, will show up on town letterhead, vehicles, promotional material, advertising, and on the website. The brand will also serve as the cornerstone of future upgrades to such existing town features as the "Welcome to Claresholm" signs, the water tower and the downtown core.

"Once we have the new brand, the opportunities to communicate our special community identity are limitless," said Steel. "For example, new banners going up in the downtown core will really visualize our community theme."

The progressive new logo is crisp, open and free-feeling. It graphically represents the fields, the Porcupine Hills, and the wonderful southern Alberta sun that personifies Claresholm's great location.

The tag line "Now you're living... Now you're home" signifies a vibrant, active community with lots to offer; a town that people are proud to call home.

To help facilitate the process, the town engaged the services of a professional communications firm from Lethbridge. A series of potential logos were designed and presented to the EDC for input before a final design was chosen.

Claresholm is home to over 3600 adults and children living in the beautiful southwest corner of Alberta.

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Contacts:

Rob Steel, Mayor
Kris Holbeck, CAO

(403) 625-3381 or 625-4017
(403) 625-3381