



PRESS RELEASE

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Mt. Pleasant leaders launch community branding initiative; Public input sought through Town Hall event and online survey

MT. PLEASANT, Mich. – Community leaders are issuing an open call for thoughts and opinions with the launch of a Mt. Pleasant community branding initiative. The cornerstone public event will be a Town Hall on June 21 at 7 p.m. at City Hall (320 W. Broadway in Mt. Pleasant). Participants will roll-up their sleeves and expect robust discussion in the form of inclusive, interactive activities. In addition to the Town Hall, a public opinion survey has been created to capture a breadth of perspective. The survey can be found at www.madebydarwin.com/mt-pleasant.

The purpose of the initiative is to create a strategic, unifying promise the entire community can deliver. This promise will serve as the foundation for a magnetic reputation that creates an expectation around Mt. Pleasant to boost tourism, economic development and community spirit. While a new logo and messaging are expected to be produced, the main project goals are to:

- 1. Identify who the Mt. Pleasant community is to the world**
- 2. Identify what makes the Mt. Pleasant community different**
- 3. Identify what the Mt. Pleasant community offers**
- 4. Identify who the Mt. Pleasant community is speaking to and what it should say**

The process for this initiative is being facilitated through partnership with Darwin, a center for social impact. Their process uses many cutting-edge research methods and will engage a variety of stakeholder groups such as residents, professionals, students, visitors, business owners and more.

The City of Mt. Pleasant and the Mt. Pleasant Area Convention & Visitors' Bureau are leading the initiative, with support from Central Michigan University, Charter Township of Union, McLaren Central Michigan, Michigan Economic Development Corporation, Middle Michigan Development Corporation and Mid Michigan Community College.

The full duration of the engagement is six months, with plans for the new logo and messaging to be completed in the fall and the full public brand launch held before the end of the year. More information about this initiative, including a link to the public survey and registration for the Town Hall, can be found

at www.madebydarwin.com/mt-pleasant. The survey will be available until June 29. Additional questions may be directed to Molli Ferency, City of Mt. Pleasant public relations coordinator, at (989) 779-5322 or mferency@mt-pleasant.org.

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