

Charlotte community and business leaders to unveil community brand

New brand marks another success for a community on the rise

WHO: **Dillon Rush**, CharlotteRising executive director
Gregg Guetschow, Charlotte city manager
Darice Darling, Hayes Green Beach Hospital marketing and communications director
Courtney Anderson, Charlotte Chamber of Commerce executive director
Charlotte Mayor Tim Lewis

WHAT: After two years of research, focus groups and thoughtful discussion and feedback, Charlotte leaders are ready to unveil the new community brand that will serve as a regional identity for the small, but vibrant, rural town.

There will be a photo and video opportunity as community leaders pull down the cover on two billboards adjacent to Charlotte Performing Arts Center to unveil the new brand.

WHEN: **11:30 a.m., Tuesday, April 24**

WHERE: Discovery Fellowship Church
757 Cherry Street
Charlotte, MI 48813

WHY: A Rising Tide graduate and Michigan Main Street community, Charlotte is a community on the rise. It has made tremendous strides to create a cultivating and vibrant downtown and position itself as a destination city for businesses, tourist and residents alike. What has been missing, however, is a community brand that reflects the Charlotte area and helps increase awareness about the area and its assets.

Now, after thoughtful and strategic research and feedback, Charlotte leaders are ready to present a new regional identity for the community; an identity that is authentic to Charlotte's history, is timeless and looks toward the bright future of the community.

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