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FOR IMMEDIATE RELEASE

CITY INVITES ARTISTS TO DESIGN ITS NEW LOGO

Welland, ON –The City of Welland is ready to adopt a new corporate logo, and is inviting local artists to design a logo that will represent the unique identity and diversity of Welland. In connection with the City's plan to rebrand and improve communication with residents and stakeholders, the logo will connect the public to Welland through a brand identity of trust and commitment.

Amateur and professional artists are welcome to submit a logo for review by the City's panel of judges. The panel consists of Mayor Champion, City management, Information Services/graphics staff, along with select community representatives. The logo should represent Welland's spirit and authenticity as a multicultural City competitive with attracting international investors.

The City's CAO is leading the new brand strategy and corporate communications plan. "This logo initiative, along with our website redevelopment project, is part of our strategy to rebrand the City of Welland and reposition us for the future. Updating our logo will help us project a favourable image and create a brand that will influence perceptions and impressions," said Long.

The City of Welland logo should be equally dynamic as the City's services and programs; additionally, it should enhance communication between the municipality and its stakeholders. "We are a progressive City with many strategic initiatives underway. It's important that we continually reinvent ourselves and re-adjust our game plan in order to enhance civic pride and our competitiveness in a global economy," said Long.

Located in the heart of Niagara, and home to over 50,000 residents, Welland is growing in arts-and-culture, rich with history, and building a bright economic future. To view the logo contest guidelines visit www.welland.ca/logo/. Deadline for submissions is May 16, 2016 at noon. For inquiries regarding the logo contest please submit to logocontest@welland.ca.

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Contact: Gary Long
Chief Administrative Officer
Corporation of the City of Welland
60 East Main Street
Welland, ON, L3B 3X4
905-735-1700, Ext. 2122
Fax: 905-735-1543
www.welland.ca