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**FOR IMMEDIATE RELEASE**

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## **FAYETTE COUNTY ANNOUNCES SOCIAL MEDIA LAUNCH**

**Uniontown, PA** – The Fayette Chamber of Commerce, in cooperation with the Fayette County Commissioners Office, the Redevelopment Authority of the County of Fayette, and Fay-Penn Economic Development Council, is proud to announce a social media launch as part of the new public relations/imaging campaign for Fayette County. The digital sites can be found on Facebook, Instagram and Twitter by searching “FayetteCoPA”.

Approximately a year and a half ago several county-level organizations joined together to embark on a multifaceted campaign to build a better image for Fayette County - both inside and outside our borders. This digital media launch is just one phase of that campaign. Vince Vicites, Fayette County Commissioner Chairman, said “It’s time for Fayette County to be recognized for its natural beauty, its hard-working residents, its quality work ethic, and its business opportunities. This public relations project gives us the chance to tell a larger audience about the potential of Fayette County.”

Commissioner Dave Lohr added, “In its infancy, Fayette County was at a pivotal point at the founding of a nation. We are again at a pivotal point, as we are poised for growth like we have never seen before. In a rural setting - with access to Pittsburgh, Morgantown, Columbus and Washington, D.C. - Fayette County offers unique opportunities for those who come here, making this a great place to live, work and do business. To highlight this, the County has embarked on an ambitious project to let others know about who we are and what we have to offer.”

Counties that succeed have several things in common; one of the most important is cooperation among communities and County-level leadership organizations. “I’m proud to say that our local communities and County organizations are doing just that - working together for the common goal of building a better Fayette,” noted Andrew French, executive director of the Redevelopment Authority of the County of Fayette.

Another initiative in this public relations campaign, and perhaps one of the most exciting, is the creation of a new logo for the County. Through the Redstone Foundation, the County has secured the consulting services of Red House Communications to assist in the process. Up to this point multiple stakeholder meetings have been completed and the leadership team has reviewed the results culminating in the first logo concepts. “The process has been careful and precise. We need to make sure that this logo, and the



associated identity pieces, truly represent Fayette, both now and in the future. The new logo will be announced very soon,” said Muriel Nuttall, executive director of the Fayette Chamber of Commerce.

Other initiatives in the public relations project will include an updated business resource directory, a new County map, and website revisions for the County, the Fayette Chamber and Fay-Penn Economic Development Council. Programs throughout all of the organizations show an enhanced focus on bringing and building new businesses and a continued emphasis on working with our school-age youth, young adults, and residents to ensure a world-class workforce.

Bob Shark, executive director at Fay Penn Economic Development Council added, “Telling our story about all that makes Fayette County the right place to be in the 21<sup>st</sup> century is critical for attracting and keeping talented people. We have a powerful message of “people and place” that businesses need to hear, because today’s businesses decide where they want to be based on who’s there and ready to work for them.”

Growing Fayette County and building pride in our community is the common thread that binds the organizations and local government. “We are poised for growth and ready to welcome the next generation of business owners and residents to Fayette. Not only is this a great place to work and raise a family, it’s also a wonderful place to spend a relaxing retirement. We have something for everyone - it’s time to tell our story,” concluded Commissioner Vince Vicites.

This project is funded as a cooperative opportunity through the Fayette Chamber of Commerce, The Redstone Foundation, the Redevelopment Authority of the County of Fayette, Fay-Penn Economic Development Council, Fayette County’s Local Share Account (LSA), and the Fayette County Hotel Tax 2% marketing initiative.

To learn more about Fayette County, visit [www.fayettecountypa.info](http://www.fayettecountypa.info).

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*This communication, among other initiatives, is funded through the 2016 Fayette County Local Share Account (LSA) in cooperation with the Fayette County Board of Commissioners, Fayette Chamber of Commerce, The Redevelopment Authority of the County of Fayette, and other partners. This funding has been designated for the continued promotion and marketing of Fayette County, PA.*