



FOR IMMEDIATE RELEASE

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FAYETTE COUNTY PR INITIATIVE MARKS FIRST YEAR

Uniontown, PA – With 2019 officially under way, the Fayette County Public Relations Initiative has much to celebrate and even more to look forward to in the upcoming year.

After successfully launching its campaign with a social media kickoff in fall 2017, the initiative continued to grow and expand through 2018, with coverage of all things positive, progressive and exciting in Fayette County.

In the initiative's first full, operational year, a community health series, Fayette County Fair showcase and many historic milestones were detailed through press releases and social media posts.

Those stories, photos and videos were then shared thousands of times by our more than 2,700 Facebook followers and expanded upon by multiple local and regional news organizations - spreading Fayette County's message even further.

Through the power of positive promotion, the initiative even helped a piece of Fayette County World War II history - a "ruptured duck" grave marker - fly home from halfway across the country.

Additionally, all county board and authority vacancies were effectively filled last month, thanks to the initiative's extra promotional efforts.

The many initiative press releases may be accessed at www.fayettecountypa.net, while residents can keep up with all Fayette County happenings on social media, by searching @FayetteCoPA on Facebook, Instagram and Twitter.

Fayette Chamber of Commerce Executive Director Muriel Nuttall said the PR Initiative has helped change the public's opinions of Fayette County.

"By promoting the county's many positive attributes, such as our world-class tourism and recreational sites, thriving agricultural industry and growing business opportunities, this project has helped open people's eyes to all we have to offer," Nuttall said. "Rather than focusing on the negatives, the PR Initiative has successfully showcased all the things that make Fayette County a great place to live, work and do business."

The PR Initiative is part of a wider, county rebranding process which, in partnership with Fayette County Commissioners Vince Vicites, Dave Lohr and Angela Zimmerlink, unveiled a new county logo last spring. Every aspect of the logo represents the county's strengths and their significance.

In November, the PR Initiative launched its latest campaign, Fayette Faces and Places, a monthly series celebrating the many extraordinary people and locations you can only find in Fayette County.

Faces and Places will continue through 2019, along with many more exciting stories of achievements and triumphs in Fayette.

In December, the new county website, www.FayetteCountyPA.org, went live, effectively showcasing the countless hours and hard work county officials spent designing a streamlined, easy-access resource for residents and visitors.

Commissioner Vicites said the Fayette County Public Relations Initiative has had a very positive impact on the outlook for the future.

“We have a lot of very meaningful programs and initiatives going on in the county and so many times residents are not aware of them,” Vicites said. “We need to continue this PR Initiative to give Fayette County a better image now and in the future to both residents and non-residents. The county deserves it.”

Commissioner Zimmerlink said promoting the county’s many positive attributes, rather than media’s traditional focus on politics, “can and will take our county to where it can and should be.”

As the initiative prepares for another year of Fayette County news, we’d like to invite residents to join us in showing their Fayette County pride.

Logo stickers are available at the Fayette Chamber of Commerce, 65 West Main St., Uniontown, PA 15401.

Additionally, one-of-a-kind, collectible, logo-themed pottery sets are now available for purchase. Handmade by local potter, Stephanie McClain, the pottery is a unique way to celebrate the many things we love about Fayette County.

For more information, call the chamber at 724-437-4571.

To learn more about Fayette County, visit www.FayetteCountyPA.org.

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This communication is part of the Fayette County PR Initiative, which 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, The Redstone Foundation and other partners. This funding has been designated for the continued promotion and marketing of Fayette County, PA.

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