

Press Release Press Release



To: Area Media

From: Mary Maurer – President – mmaurer@cedarcollaborative.com

Dates: August 8, 2019

Subject: CEDAR Collaborative to Complete Community Branding

The community-wide Vision 2022 program worked extensively to identify current community needs and, set up a course of action to meet them. At the same time a collaborative branding process was underway which included key community organizations and municipal partners. Participants in both initiatives identified a significant community need to have a united brand as well as a single focal point for information on our community.

Mary Maurer, now President of CEDAR Collaborative was directly involved in much of that process and saw the great work that had been completed to understand the key building blocks of a future brand for Manitowoc County. "While that process was never fully completed, our collaborative felt that all the key components were there to finish the work and deliver a new, focused brand to Manitowoc County," said Maurer. CEDAR Collaborative is a new virtual consultant network targeting community development and branding across the Midwest. "We felt it was a great opportunity to demonstrate what our new collaborative could do, and we agreed to complete the process."

They are in the final stages of completing the branding process and are developing the brand, positioning and related marketing tools and materials. Maurer indicates that they will be bringing a dynamic new website to the area that can create a focal point for future growth in the area, serving both our citizens along with visitors and those considering relocating here. "It is clear that we need to retain our young workers and bring new people and workers into Manitowoc County," said Maurer. CEDAR hopes to provide a mechanism to help drive future collaboration in the community and continued growth in both businesses and the workforce.

CEDAR Collaborative hopes to have the new site available to the public shortly after Labor Day. More information will be provided at that time.

For More Information on CEDAR Collaborative contact:

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