

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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## **LIFE'S ALL HERE in MANITOWOC COUNTY**

### **NEW WEBSITE LAUNCHES**

Life's All Here/Manitowoc County, the new county-wide website makes its official launch October 1<sup>st</sup>. After months of research and input, the new focal point for Manitowoc County goes live with an exciting new look and website to match.



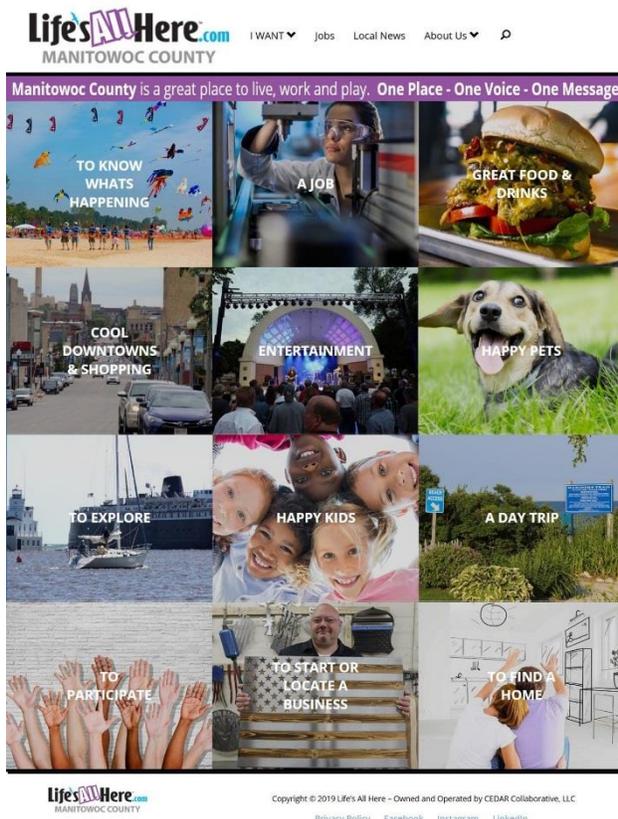
The new identity and website effectively capture the assets, growth, innovation and active lifestyle that Manitowoc County boasts today and into the future. It also captures the goal of the website providing ONE source for the information the community and visitors need. The new identity was selected to reignite the passion of current County residents to share the good word with others about life in this community and to be appealing to people and families who

may be considering Manitowoc County in the future. The colors and design are meant to be uplifting and vibrant, with the seagull comma reflecting the incredible and unmatched water resources of this community.

According to Mary Maurer, President of Cedar Collaborative, the local community development company that is kicking off the new website, “Lifesallhere.com is the culmination of 2 years of work and input from thousands of citizens and community leaders. It is an entirely free website that is chocked-full of information and links to all the amazing things going on in our community.” She said. “The goal of the website is to have one simple, attractive ‘easy button’ to find out what living, working, learning and playing in Manitowoc County is all about.”

The website includes ‘need to know’ information with an easy to use format:

In addition to the free website, lifesallhere.com can be found on Facebook, Linked in and



Instagram with regular social media posts and opportunities to click onto the site. The website is friendly and converts to all screen sizes and tools automatically.

The website is being brought to the community through the generosity of private businesses who believe this will be helpful in growing our community while sharing the positives.

The site also includes a deep Jobs page that is designed to give a more complete set of information to those seeking work from area employers. It offers employers the opportunity to share the story of their company and community in recruiting outside talent.

“We’re so pleased to be a part of the launch of [lifesallhere.com](http://lifesallhere.com),’ said Lori Kirby, Marketing Director for the Capitol Civic Centre. “ We know that entertainment is the lifeblood of communities and people are constantly searching for great venues. As the leader in local entertainment, we felt being a key sponsor for the entertainment section allows us another great way to share all the superb performances happening at the Capitol Civic Centre.”

“At UnitedOne Credit Union, we’re all about supporting initiatives that make our community stronger, said Kim Rooney, CEO. “ We are happy to be a key sponsor for the launch of this amazing new tool for spreading the good word about Manitowoc County,” she said.

The website will update regularly with fresh content and information, mainly based on user input, making this the most comprehensive website within Manitowoc County. Phase 2 activities include access and engagement tools for community organizations and employers to expand their recruiting and marketing activities. It is built on a platform from Gage Marketing in Minneapolis, used by leading national brands.

Maurer noted, “We are thrilled to complete the great work that has been done in the community in recent years through the collaborative branding process and Vision 2022. We hope the community really enjoys and finds great value in [lifesallhere.com](http://lifesallhere.com). We also look forward to their thoughts and ideas to continue to improve and grow the site,” she said.

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