

## Press Release Press Release

**To:** Area Media

**From:** Mary Maurer – President – [mmaurer@cedarcollaborative.com](mailto:mmaurer@cedarcollaborative.com)

**Dates:** August 27, 2019

**Subject:** New Community Brand Announced

Life's All Here/Manitowoc County is the newly developed community brand which will be launched soon. The new brand provides a fresh marketing message for our entire community to use to promote our county.

The brand reflects community research and market testing which showed that people feel Manitowoc County is a wonderful place to live, learn, work and play. In a major community study, participants clearly indicated this is a great place to call home because of the many positive features the community provides. Life's All Here/Manitowoc County presents all the positives of our entire county in a fun, upbeat message.

A new community website will be available shortly and developers are completing the branding process with the support of local municipal leaders, businesses and the community at large. Life's All Here/Manitowoc County is a new site under construction by CEDAR Collaborative of Manitowoc. The company is in the final development stages of website completion.

Mary Maurer, President of CEDAR Collaborative says that the new site seeks to complete some unfinished business in the community. "Thousands of residents and hundreds of volunteers gave us input that was loud and clear. They said we need one place that serves as a central source of information that allows us to be one voice, and therefore have one message on our community out there," said Maurer.

"We talked to over 100 business and government leaders in the process of the Vision 22 program over the past two years. They recognize for us to grow and prosper, we need to have a brand and tools that we can be really proud of, that are appealing to retain current families and yet very enticing to those considering a move here," she continued.

Life's All Here/Manitowoc County will feature information in a fun, easy to use format including areas such as local jobs available, entertainment, places to eat, relax and have fun, local news and information, plus a host of other great information. The site will be adaptable on all electronic devices.

For More Information on Life's All Here, contact:

Mary Maurer

920-482-1408

[mmaurer@cedarcollaborative.com](mailto:mmaurer@cedarcollaborative.com)

