



Moving Forward Working Together

PRESS RELEASE – Village of Cass City

FOR IMMEDIATE RELEASE

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CASS CITY INVITES COMMUNITY PARTICIPATION IN NEW BRANDING INITIATIVE

CASS CITY MI – The Village of Cass City has contracted with New Moon Visions Place Branding and Marketing to provide authentic and comprehensive marketing services that include logo design, slogan development and overall branding to effectively communicate the diverse community and economic development opportunities in the Village of Cass City.

New Moon Visions is a place branding and marketing firm dedicated exclusively to creating brand identity and generating awareness for communities. New Moon's niche in place branding has gained expertise working with a variety of places and organizations, from small villages and Main Street communities, to cities, major corridors and tourist destinations from Michigan to California. These communities include: Petosky, Fenton, Milford, St. Louis, Allen Park, Plymouth, Brighton, Northville, Canton Township, South Lyon, Milan, Monroe, Lake Orion, Berkley, Sparta, Birmingham, Standale, Southfield,

This institution is an equal opportunity provider and employer.

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Garfield Township, Vista Village, Main Street Oceanside, Danville, Monterey Park, Lathrop, and the Michigan Downtown Association.

The Cass City Branding, Logo, and Marketing Project is funded through a grant from the Michigan Economic Development Corporation with a 25% in-kind match from the Village.

The team hit the ground running and is currently gathering data from the leaders, stakeholders, residents and visitors with a survey to learn all about Cass City. Please take a few moments to give your input and share this link with friends to help the effort. Anyone who completes the survey can enter into a random drawing for a chance to win one out of four \$25 gift certificates to use in Cass City.

<https://www.surveymonkey.com/r/CassCityBranding>

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