



News from
SALEM COUNTY
Office of Public Information

Mr. Robin B. Weinstein, Public Information Officer
Office Phone: (856) 935-7510 ext. 8202
After Hours: (856) 297-5433

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SALEM COUNTY FREEHOLDERS SELECT NEW SLOGAN AND LOGO

(SALEM, NJ)--The Board of Chosen Freeholders today announced their selection for the county's new slogan and logo, "*Salem County Discover The Possibilities.*" The slogan and logo will be available for use by all county businesses, attractions, and municipalities. It is the first step in the county's effort to establish Salem County as more than just an agricultural community.

"This selection is the culmination of a process which began 15 months ago," said Freeholder Director Lee Ware. "We believe the new slogan is a memorable and relevant brand that will help differentiate Salem County in the marketplace and ultimately generate additional revenue for the county. I want to thank my fellow Freeholders, Deputy Director Dave Lindenmuth and Freeholder Beth Timberman, who helped spearhead the process, and the Salem County Tourism Council for their hard work and valuable input."

The criteria that was pursued in creating this new brand emerged from the Salem County Marketing Study which was compiled by Lee Tofanelli and Associates. The research showed that the county's strong points centered on ideal location and cultural, historical, and natural assets.

"This is an exciting day for Salem County," said Deputy Director Lindenmuth. "The new slogan and logo are all encompassing and truly reflect the county's many tourist attractions and economic development opportunities. We have known for some time that we need to increase marketing efforts to visitors within and beyond our borders. Today is only the beginning of our plan to get this done and begin to increase our share of the state's growing tourism economy."

The slogan is a message that covers many thematic bases and is easily incorporated alongside all county promotional efforts including tourism, economic and community development, and public events.

"While agriculture is clearly identified with Salem County, this new brand gives us a lot of flexibility," said Freeholder Beth Timberman, Chair of the Planning and Transportation Committee. "It is simple, yet memorable and expresses the "personality" we want to create in the marketplace. Our new brand is designed to market the county's assets as a whole and to influence consumers' opinions about Salem County as a tourist destination and a business location. Our goal is to build upon our positive legacy in agriculture while evoking an image that differentiates us from our neighbors."

The new brand will begin appearing in county publications, a forthcoming tourism website, television, radio, and print ads. In addition, the county will begin encouraging businesses and local community groups to start using the logo where and when appropriate in promoting their own respective events and activities.

