



News from
SALEM COUNTY
Office of Public Information

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**TOURISM ADVISORY COUNCIL HOLDS SECOND MEETING AND PLANS
TO ANNOUNCE LOGO & SLOGAN FOR FALL**

(SALEM, NJ)—Freeholder Beth Timberman, Liaison to the County Tourism Advisory Council, and Brian Duffy, Chair of the Council, today announced that the Council held its second meeting on Tuesday, July 15 at the Department of Emergency Services Building. The second meeting focused on branding the County through a logo and slogan and the timetable for rolling out to the public.

“Our goal is to enact a thoughtful and well-timed plan of action that focuses on a holistic approach to tourism,” said Freeholder Timberman. “I am very pleased with the foresight and proactive stance that the Council has taken early on. We are looking to roll out the County slogan and logo by mid-fall so that we can launch the campaign in January.”

The purpose of the Tourism Advisory Council is to work with business, industry, municipalities, and other groups interested in encouraging the growth of tourism in Salem County. Accordingly, the Council is inviting the public to share their thoughts concerning the county’s slogan and logo by emailing them to tourism@salemcountynj.gov. The logo and slogan will focus on branding the County, not just in terms of tourism, but for other sectors as well, including economic development.

“We believe that the residents of Salem County should have the opportunity to participate in this process,” said Brian Duffy. “Therefore, we are inviting the public to let us know their thoughts relating to the County’s new logo and slogan. The responses will be passed on to our marketing consultant Lee Tofanelli and Associates, Inc. for consideration as they prepare designs for review by the Freeholder Board and Tourism Advisory Council.”

“Although we will not be able to respond to the suggestions, we encourage and welcome the public’s ideas. Our objective is to launch a first-rate tourism campaign that showcases our attributes, brings additional revenue to Salem County, and preserves our quality of life,” Duffy concluded.

The Council will continue to meet on the third Tuesday of every month at 6:00 PM.