



All together. Better.

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**New River Valley Economic Development Alliance
Unveils New Logo, Tagline, and Website**

At the Annual Meeting for the New River Valley Economic Development Alliance, they unveiled their new marketing logo, tagline, and website. The new logo, tagline, and website will be used to market the region to prospective business and industry looking to locate in Virginia's New River Valley.

The logo was developed after discussions about the assets and attractive business climate in the New River Valley. Although the region can not claim to have one defining characteristic, when you add up the value offered by the region, it certainly makes for a compelling story and a quality business environment. Thus the concept of a "plus" sign was developed and the traditional use of mountains and the New River was transformed into a more subtle/sophisticated and modern image.

The tagline, "All together. Better." builds on two themes. First and foremost, the New River Valley, when you add up all that it has to offer, is a better location to do business than many other parts of the world. The second is more of an internally focused meaning/message, re-emphasizing that when the localities within the New River Valley work together as a whole, they are much better off because of the economies of scale and diversity that exists throughout the region.

Lastly, the Alliance website was completely redesigned and updated to provide better service and easier access to up-to-date information to prospective industries looking to locate in the New River Valley. More and more research on industrial sites/buildings and communities is being completed online and the new Alliance website will do a better job of positioning the region as a business friendly/attractive environment. In addition, the design of the website will allow for easier updates of information keeping the site current and informative.



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New City Media (a Blacksburg based company) worked closely with the Alliance in the development of the new logo, tagline and website (www.newcitymedia.com). Aric Bopp, Executive Director of the New River Valley Economic Development Alliance stated, “We are extremely excited about the overall look and feel of our new logo, tagline, and website that New City Media created with us. This change will allow for a much more sophisticated and comprehensive approach to our marketing efforts and it will allow us to build an entire marketing campaign around the concept of “adding it all up”.”

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