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CITY OF DOWNEY

PRESS RELEASE



City Launches New Branding Initiative: *Discover Downey*

Downey, CA, February 24, 2014: The City of Downey has officially launched its new branding initiative, *Discover Downey*.

Discover Downey represents the City's new unique and modern brand identity, which will serve as a vital marketing tool to promote Downey. The goals of this new branding initiative is to showcase the City's true identity and attract opportunities for economic and cultural growth. *Discover Downey* is also aimed at instilling a sense of pride and camaraderie among the community. In addition, utilizing the concept of "all roads lead to Downey," this new branding initiative will help preserve the City's well respected aerospace history.

"With this new branding effort, our hope is to encourage people to learn about the many things that make our City so special. To Discover Downey. We are very excited for the many opportunities this will bring to our community and we couldn't be any more proud of what Downey represents," said Mayor Fernando Vasquez.

In the next several months, the City will begin rolling out *Discover Downey* through a variety of marking materials such as promotional items, City publications, stationery, and website. To learn more about Discover Downey, please visit www.discoverdowney.com.

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