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## **Columbia Economic Development Corporation Adopts New Logo and Simpler Name to Reinforce its Mission**

**Hudson, NY** – Columbia Economic Development Corporation, the lead economic development organization in Columbia County, is pleased to announce a major rebranding initiative and the unveiling of its simpler name and new logo.



“Choose Columbia is the new communicative name of our organization,” stated CEDDC Executive Director Kenneth J. Flood. “We selected this shorter, more memorable brand name, a DBA (doing business as), so that our mission is absolutely clear. The name is imperative, making it clear that through our marketing and economic development efforts, we will position the county as a place where one chooses to grow a business, chooses to raise a family, and chooses to live a lifetime.”

Flood stated, “Over the years the Columbia Economic Development Corporation has gone through several transformations, which resulted in a loss of corporate identity. Hampered also by a long name, memorable only to a select audience, the organization struggled in communicating a unified message.”

“The rebranding effort, which clearly identifies who we are, what we do, and how we do it, establishes a solid platform where the organization has room to grow over the long-term,” stated Carol Wilber, CEDDC’s new marketing director. “It encompasses an update to the organization’s internal/external communications systems and the complete redesign of all marketing collateral. New, integrated marketing initiatives are in progress that will project a clear and unified image of the county and business opportunities here.”

“As the county continues to grow, our priorities and strategy evolve in keeping with the changing business environment and community,” commented CEDDC Board Chairman David Crawford. “The new marketing strategy rebrands and repositions Columbia Economic Development Corporation brand as a forward-thinking, creative and dynamic catalyst for business success. The new brand identity will drive our business development tactics in the coming years.”

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