

FOR IMMEDIATE RELEASE

Contact: Tess Farmer
Phone: 919-718-6506, ext. 38
tessf@kellymarcom.com

2nd Century Project Unveils New Brand Identity for Lee County

New logo and community action plan to advance awareness of county

Sanford, N.C.—Oct. 3, 2008—Lee County 2nd Century, a group of community and business leaders, unveiled the much-anticipated new logo and tagline for Sanford and Lee County yesterday as well as an economic and community action plan to further promote the rich quality of life here. Both elements were introduced to the community at a public celebration featuring the popular Band of Oz and crowd of around 2,000.

“From our Endor Iron Furnace and brick kilns, to Deep River and Depot Park, we want others to know the rich history and bright future our area offers,” said Kirk Bradley, chairman of the 2nd Century Research Team. “This is only the beginning of the many great things that will come out of this project and we are proud the residents of Sanford and Lee County are standing behind and supporting this endeavor.”

The results of the 2nd Century Project’s yearlong study and planning process were shared with the community on Oct. 2 at Depot Park in historic downtown Sanford. The Sanford brand was created in an attempt to capture the classic, yet progressive spirit of Lee County. The tagline “Well Centered” captures both the geography and quality of life that the community affords, while the four arrows intertwine to create a well-rounded circle. The icon introduces the four identity colors for the overall system including Sanford, historic Jonesboro, Broadway and Lee County.

- More -

The Sanford Area Chamber of Commerce will now work with other community organizations to implement the community action plan, which will promote the area's vision of a vibrant and sustainable future. The Chamber will also oversee the implementation of the marketing campaign to reach out to current residents, prospective residents and businesses, visitors and beyond to communicate the many opportunities that life in Lee County affords.

“The goal of the 2nd Century Project was to create a brand identity that would convey our distinctive and vibrant community attributes – the unique characteristics and unmatched quality of life make us the perfect place to live, work and play,” said Bob Joyce, president of the Sanford Area Chamber of Commerce. “This effort must engage everyone and all of us must be aware of our community's desire to promote the best about the place we call home.”

Four Oaks Bank sponsored the event, providing entertainment from the Band of Oz and food and drinks for the crowd.

About Lee County 2nd Century

The Lee County 2nd Century Project is a collaboration of business and community leaders who have come together to create a new look and feel for the image of Sanford and Lee County and to promote the area's strengths, telling our story in a positive and unified way. To learn more and find out how you can participate, please visit www.secondcentury.org.

###