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Your Home Today Realty (Hey Ray)

Please join us at our Annual General Meeting and Volunteer Appreciation Night Thursday October 23rd at 7:00pm, Devereaux House (11494 Trafalgar Rd)

The Town of Halton Hills recently received a prestigious Economic Developers Association of Canada (EDAC) Marketing Award. On hand for the presentation in Calgary were from left Courtenay Gardiner of EDAC, Penny A. Gardiner of EDAC, Danielle Edwards of the Town of Halton Hills and Cheri Kemp-Long of EDAC.

Submitted photo



Town's brand wins marketing award

The Town of Halton Hills has won a Marketing Canada Award for its creation of a new community-based brand.

The Town won a Brand Identity Award from the Economic Developers Association of Canada at its national conference in Calgary Sept. 28.

The community-based brand that has the tagline—Small Town Living at Its Best was developed in partnership between the Town of Halton Hills and Halton Hills Cultural Roundtable to complement the existing Town corporate brand, but also convey the enduring sustainable nature of the com-

The brand was grassroots driven and inspired, and used a highly consultative community based methodology to engage residents through focus groups and online survevs.

"The community brand belongs to everyone and the community is the target audience—individuals, groups and businesses. The goal of the brand is to unite everyone around our shared values, help preserve our distinctive character, and enhance our small town way of life," said Mayor Rick Bonnette.

Bonnette emphasized that a community brand is not just a logo or tagline, but represents what the community is known for, what makes it unique.

Everyone in the community is encouraged to learn about the brand and use it to complement their own identity efforts.

Details of the brand guidelines for the use of the logo and other dimensions of the brand are available at no cost to local organizations.

For more information visit http://www. haltonhills.ca/communitybrand/index.php or contact Tony Invarone, the Town's Manager of Corporate Communications at 905-873-2601 ext. 2412.



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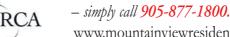
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