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Falls City EDGE to Unveil New Logo

(KLZA)-- Falls City Economic and Development Growth Enterprise is about to turn 10-years old.

EDGE Executive Director Beckie Cromer who has been with the organization for seven years said the Board of Directors felt it was time to update the organizations look. Over the next few months EDGE is unveiling a new logo, tagline and color scheme.

Strategically positioned, building for the future has been the EDGE tag line for 10 years. EDGE Executive Director Beckie Cromer said the new tag line is “Passionate, Proven and Prosperous” which represents a group of passionate volunteers and citizens who have worked to create proven results which has led to a prosperous business and industry community.

Daake in Omaha, a marketing firm specializing in rebranding organizations called the new logo make Falls City look technically savvy, progressive and modern.

If you would like more information about EDGE, you can visit their website, www.fallscityedge.com. EDGE will be working with Golden Shovel to update the website look to include the new brand and tag line. The new logo, tagline and color scheme will also be used by the City of Falls City.

Many Signals Communications