



FOR IMMEDIATE RELEASE—January 23, 2009

For additional information, please contact:

Angela Determan
Project Manager
North Iowa Corridor
Phone: (641) 423-0315 or 800-944-1708
Email: adeterman@northiowacorridor.com

North Iowa Corridor

SIGNIFICANT MILESTONE FOR ECONOMIC DEVELOPMENT

NORTH IOWA— Economic development in Clear Lake, Mason City and Cerro Gordo County reached a significant milestone today. The announcement in April of 2008 of the partnership of Clear Lake Economic Development Corporation, Mason City Economic Development Corporation and Cerro Gordo County to promote growth in Clear Lake, Mason City and Cerro Gordo County was culminated today with the announcement of their new name and unveiling of a new logo and tagline ‘North Iowa Corridor – Avenue of Opportunities’.

Gregg Gillman, Executive Director of the North Iowa Corridor said, “The new and unique branding allows us to begin the next phase of this new organization, developing an image that sets us apart. Our board members and staff are excited about developing and implementing strategies to achieve our mission and goal of business expansion and attraction and executing it with the new branding.”

“The North Iowa Corridor Economic Development Corporation’s new brand identity reflects its mission to boldly move forward, promoting the area, supporting existing businesses and attracting new businesses,” said Vickie Snyder, Vice Chair of the new NIC. The executive committee board members did a wonderful job working with Essman/Associates to develop a logo and message that reflects forward thinking and an image that will help identify our area as a location that stands apart from our competitors.”

The announcement of the new name was made following the strategic planning meeting attended by board members and staff of the organization. Gillman added, “The planning performed today, coupled with the announcement of the North Iowa Corridor name, will begin the process of setting goals and a strategic plan of how we will achieve those goals.”

The office of the North Iowa Corridor is located at 25 West State Street in Mason City, Iowa. They serve Mason City, Clear Lake and the surrounding Cerro Gordo County area.

###