



## NEWS RELEASE

### Media Contact

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Hillsborough, NC – (December 4, 2015) - Orange County, North Carolina—home to UNC and Chapel Hill, Carrboro, Hillsborough and parts of Mebane-- has an opportunity to change the “Welcome to Orange County” Interstate sign, currently placed on I-40 at mile marker 269, heading west.

The current sign welcomes interstate travelers with the message “Orange County: You’ll Be a Fan for Life.”

Orange County Board of Commissioners invites the public (including staff) to suggest slogans to rename the sign. And everyone who submits an entry is automatically entered into a weekly prize drawing. To accomplish the program goals, Orange County has partnered with WCHL and Chapelboro.com.

Each Wednesday WCHL will salute the sign naming contest with a “Welcome to Orange County Day” on their broadcast. On that day, the station will share ideas they’ve received so far –from funny and farfetched to electrifying possibilities for the Board of Orange County Commissioners to consider.

Also, every Wednesday WCHL will announce four prize winners and encourage others to join in the fun – AND have a chance to win gift cards from Orange County businesses.

Slogans can be submitted via e-mail, online and on paper.

- E-mail to [WelcometoOrangeCounty@wchl.com](mailto:WelcometoOrangeCounty@wchl.com)
- Log-On: <http://chapelboro.com/welcometoorangecounty/>
- Online at Chapelboro.com – look for the Welcome Orange County entry form
- On paper – entry boxes are located at the Seymour Senior Center in Chapel Hill; and the Visitors Center in Chapel Hill. Additionally entry boxes are

located at the Visitors Center in Hillsborough and the Central Senior Center, next to the Sportsplex in Hillsborough

- You can also mail your entry to: Welcome Orange County, 88 Vilcom Center Drive, Chapel Hill, NC 27514
- Orange County leaders will review all suggestions and select up to 10 to be shared on Chapelboro.com and on the WCHLChapelboro Facebook page.

Slogan guidelines:

- Slogan should reflect Orange County, North Carolina (as opposed to Chapel Hill, Tar Heels, UNC, etc.)
- Slogan should be six words or less
- Submit by January 20, 2016

Top slogan suggestions will be posted on Chapelboro.com and WCHL's Facebook page beginning January 20.

Orange County will use all Comments and Likes to narrow the choices to be submitted to the Orange County Commissioners.

The final slogan will be selected and announced on Wednesday, January 27.

Some ideas already suggested include:

- Welcome to Orange County: Opportunity Grows Here
- Welcome to Orange County: Orange You Glad We are not a Banana
- Welcome to Orange County: I-40; Duke 0.
- Welcome to Orange County: Deep Roots. Still Growing.

Enter your idea here: <http://chapelboro.com/welcometoorangecounty/>

Send us an email: [WelcometoOrangeCounty@wchl.com](mailto:WelcometoOrangeCounty@wchl.com)

**Prize List includes a total of 32 - \$25 Gift Certificates from:**

- Buns Carolina Ale House
- Carolina Coffee Shop Chapel Hill Restaurant Group
- Four Corners Restaurant Glass Half full
- Mama Dips R&R Grill
- Root Cellar Time Out
- Town Hall Grill Wing

For information, Contact: Laurie Paolicelli, Community Relations Director,  
Orange County, NC. 919-245-4322. [lpolicelli@orangecountync.gov](mailto:lpolicelli@orangecountync.gov)

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**Recommended Twitter Post:**

Orange County, North Carolina invites the public to rename their sign. Weekly prizes!  
<http://chapelboro.com/welcometoorangecounty/> (Room for photo)  
#orangecountyncsign

Orange County, NC wants you to rename their Interstate sign. Progress is our  
heritage? <http://chapelboro.com/welcometoorangecounty/> (Room for photo)

“Orange County, NC You’ll Be a Fan for Life.” That’s the sign that Orange County wants  
RENAMED. What do you think? <http://chapelboro.com/welcometoorangecounty/>

**Recommended Facebook Post:**

**Re-Name the Orange County, NC Sign**

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Interstate sign, currently placed on I-40 at mile marker 269, heading west. The current sign welcomes  
interstate travelers with the message “Orange County: You’ll Be a Fan for Life.” Orange County Board of  
Commissioners invites the public to suggest slogans to rename the sign. And everyone who submits an  
entry is automatically entered into a weekly prize drawing. #orangecountyncsign  
Learn more: <http://chapelboro.com/welcometoorangecounty/>