

PRESS RELEASE

VISIT SYRACUSE

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FOR IMMEDIATE RELEASE

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SYRACUSE. DO YOUR THING.® NEW SYRACUSE BRAND

Syracuse, NY (February 13, 2015) – The wait is over! The Syracuse Convention & Visitors Bureau (now known as Visit Syracuse) officially unveiled the new destination brand for the Greater Syracuse Area! That means we have a new logo, new name, new video, new song, new brand and a wonderful new outlook on regional tourism promotion.

“This is a game changer,” said Visit Syracuse President David Holder. “Our role is to attract more business to the area and economic growth through tourism – this brand will take us to the next level and build on our initiatives.”

As for our new outlook... we realize it’s not just about the region; it’s also about the people and the stories they create, the passion they bring and the freedom they long for to be themselves. Our customers told us what they wanted and now, our answer to them is **Syracuse. Do Your Thing**. If anyone asks what it means, we share the brand promise:

*It’s time to rally your passion. Find life’s shining moments and celebrate them in a place where true colors never fade; a place where independent spirits and an energetic community come together in perfect harmony. Here is where you find your center. Reconnect the dots with the things that truly matter and make memories on historic streets. Do what makes you happy. **Syracuse. Do Your Thing.***

Thanks to the creativity of local artist Jason Evans, the new logo builds on the momentum of the previous logo. It still displays a vibrant look but with four specific colors representing: tranquility/trust (blue), energy/active (orange), creativity/individuality (purple) and optimism/cheer (green). The colors are interchangeable and available in four different versions of the logo. You’ll also notice that the logo is our regional code, SYR. It expands beyond Syracuse and embraces the region; allowing all of our tourism partners to share in our message and promote our wonderful destination together.

On our website (www.VisitSyracuse.com), you’ll find the new official **Syracuse. Do Your Thing**. video and original song on our homepage gallery as well as on our Youtube Channel . Local Cinetic Productions Cinematographer Bob Murdock captured the energy and excitement of the region throughout the video. What’s interesting about the song featured in the video is that it was created by several successful musicians from Syracuse that now live on the west coast; including the song’s composer, writer and guitarist Ben Mauro (lead guitarist for Lionel Richie), producer Gary Davenport, and saxophonist/horn arranger Paulie Cerra (currently on tour with Joe Bonamassa).



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“It’s amazing how much talent comes from Syracuse and how they’ve used their gifts to help us promote this region,” Holder said. “Having these artists involved strengthens our brand and the message – they wouldn’t be where they are if they didn’t start doing their *thing* here.”

Stay tuned, there’s much more to come; including a new website in the upcoming months. In the meantime, bear with us. For the next 24 hours, we will be working on a temporary design for the current website to hold us over until the new site is ready. We are also dropping “.org” in exchange for “.com” on the website and our email addresses.

For more information on the style guide of the brand/logo and how to implement the brand, visit the Media Center of the website. For further information, contact Communications Manager Nikita Jankowski at (315) 470-1903 or NJankowski@VisitSyracuse.com.

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ABOUT VISIT SYRACUSE

Visit Syracuse is an affiliate of CenterState CEO and Onondaga County's official marketing organization for tourism related economic development; leading the production of over \$776 million in direct visitor spending annually.

