



## ANNOUNCEMENT

### SMITH ISLAND COMMUNITY BRANDING AND MARKETING INITIATIVE October 2 & 3

**Smith Island United** has hired Arnett Muldrow & Associates to conduct a branding and marketing initiative for Smith Island. The purpose of the effort is to create a consistent image package for the community and its partners to use to continue to build local pride, recruit investment to the community and market Smith Island to visitors.

Residents and property owners are invited to share thoughts on the marketing image for Smith Island at the fire company's community center on Ewell on Monday, October 2 at 2 p.m. This will be followed by a roundtable discussion with business owners at the same venue beginning at 3:30 p.m. The intensive process is designed to immerse the project team in the history and rich culture of the community and to provide a marketing and branding plan in a very short time-frame.

The project team will then spend the following day developing design and marketing concepts that will be presented in the community center at 2 p.m. on Tuesday, October 3. ALL are invited to attend this presentation.

Arnett Muldrow & Associates, Ltd., with offices in Greenville, South Carolina, Wilmington, Delaware, & Seattle Washington, has completed branding and marketing programs for over 850 communities in forty states.

For additional information, please contact **Eddie Somers** at [esomers@verizon.net](mailto:esomers@verizon.net).