



**DEARBORN**

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## **PUBLIC INVITED TO DOWNTOWN DEARBORN'S INFORMATIONAL MEETINGS ON NEW BRAND INITIATIVE**

*Sessions Scheduled for Feb. 12-13 at Ford Community & Performing Arts Center*

**January 30, 2020 | DEARBORN, Mich.** – The East and West Dearborn Downtown Development Authorities are inviting residents and business owners to two informational meetings to discuss the city's new brand initiative. The meetings are Wednesday, Feb. 12, from 8 to 9:30 a.m., and Thursday, Feb. 13, from 6:30 to 8 p.m., at the Ford Community & Performing Arts Center in Studio 1A, 15801 Michigan Ave., Dearborn, Michigan.

Each session will provide an opportunity for individuals to learn more about the new brand and how it will advance Downtown Dearborn's strategic goals and vision. Members of the DDA's branding team will also share ways in which businesses, community organizations and communications professionals can apply the new brand.

"We're looking forward to discussing this initiative in the context of what we as community members are all so passionate about – our city," said Cristina Sheppard-Decius, executive director of the East and West Dearborn DDAs. "We welcome a dialogue that is both meaningful and informative."

The brand's communications foundation was introduced in December 2019 after a comprehensive and inclusive year-long process. Its key goals are to position Dearborn as a city of diversity, innovation and connectedness; support economic growth and development; highlight the city's unique features and amenities; and strengthen community pride.

Space is limited. To attend either of the informational meetings, please register in advance at [downtowndearborn.org](http://downtowndearborn.org) or the Downtown Dearborn Facebook [event page](#). For additional information about the brand and its launch, visit [brandingdearborn.com](http://brandingdearborn.com).

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