



Ken Wright – Mayor  
Denis Shortal – City Council Post 1  
Adrian Bonser – City Council Post 2  
Doug Thompson – City Council Post 3  
Robert Wittenstein – City Council Post 4  
Danny Ross – City Council Post 5  
John Heneghan – City Council Post 6  
  
Warren Hutmacher – City Manager  
Brian Anderson – City Attorney

---

## FOR IMMEDIATE RELEASE

Contact: Edie Damann, Marketing and PR Manager 678-382-6712

### **Dunwoody Ready to Launch New Unifying Brand** *New Cohesive Brand Showcases All of Dunwoody*

**Dunwoody – September 28, 2010** – On the evening of Saturday, October 23 at Brook Run Park Dunwoody Mayor, Ken Wright, will be joined by the City’s branding partners, the Convention and Visitors Bureau of Dunwoody (CVBD), and the Dunwoody Chamber of Commerce to officially unveil the new unified Dunwoody brand. The unveiling will take place at the Dunwoody Music Festival main stage at 6:30 p.m. followed by a fireworks display.

“Creating a brand for Dunwoody has been a collaborative process with area residents, and our partner organizations representing businesses and local tourism,” said Warren Hutmacher, Dunwoody City Manager. “This year-long process has enabled us to create a cohesive brand strategy that also catered to each partner organization’s unique mission.”

The project began in January of this year with the selection of Sky Design, to work with the City and each partner organization. The end result is Dunwoody’s first comprehensive brand strategy, developed based on extensive quantitative and qualitative research, and creative development. The unified brand is designed to evoke the recognizable and distinctive qualities belonging to Dunwoody to appeal emotionally to the City’s target audiences: residents, business owners, family and business travelers, and Metro-Atlanta visitors.

“The new brand is a representation of Dunwoody as a forward-thinking, passionate, caring, and fun community,” said Edie Damann, Dunwoody Marketing and PR Manager. “A unified brand strategy provides each of our organizations with the tools to deliver more impactful, stronger, longer-lasting messages while reducing confusion as to who is delivering the messages.”

As part of the promotion for the brand launch and the Dunwoody Music Festival, the City is raffling off a 2010 SMART Car. Tickets are \$25 each and all proceeds will be going to Brook Run Park. Tickets can be purchased at City Hall or the Chamber of Commerce building, located in Dunwoody Village at 5518 Chamblee Dunwoody Road.

**-MORE-**



Ken Wright – Mayor  
Denis Shortal – City Council Post 1  
Adrian Bonser – City Council Post 2  
Doug Thompson – City Council Post 3  
Robert Wittenstein – City Council Post 4  
Danny Ross – City Council Post 5  
John Heneghan – City Council Post 6

Warren Hutmacher – City Manager  
Brian Anderson – City Attorney

---

The City also worked with the Perimeter Community Improvement Districts (PCIDs) as a partner in brand development. In 2011, the City and PCIDs will work together to implement branded gateway, way finding, and street signage. Following the launch, the City of Dunwoody, Convention and Visitors Bureau of Dunwoody, and Chamber of Commerce will reveal updated website designs. As the need arises to replace infrastructure, documents, and publications each organization will incorporate the new brand.

For more information, please contact Edie Damann with the City of Dunwoody at 678-382-6712 or [edie.damann@dunwoodyga.gov](mailto:edie.damann@dunwoodyga.gov). Additional information will also be available following the brand launch at [www.discoverdunwoody.com](http://www.discoverdunwoody.com), [www.dunwoodycommerce.org](http://www.dunwoodycommerce.org), and [www.brandingdunwoody.com](http://www.brandingdunwoody.com).

# # #

**About the City of Dunwoody, Georgia** Dunwoody is a city located in metro Atlanta, in northern DeKalb County, Georgia. Dunwoody officially incorporated as a city on December 1, 2008. The City of Dunwoody will provide quality service to its citizens and support the largest economic engine in the Southeast by planning in a careful and thoughtful manner. The City of Dunwoody will be inventive, transparent and embrace responsible progress, tempered by the city's rich history and strong desire to maintain a close and vibrant community atmosphere that values family life and the entrepreneurial spirit. The City of Dunwoody will continue to support and nurture a community dedicated to the preservation of family, education, religious institutions, and the environment.