



FOR IMMEDIATE RELEASE

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“Trumbull CT – Working for You”

Trumbull’s Economic Development Commission is excited to announce a new message to convey to business. The message is expressed in the EDC’s new slogan: “Trumbull CT – Working for You.”

Jim Abraham, Chairman of the EDC, explained that in 2006, the Commission developed the slogan, “Trumbull...Open for Business.” At the time, we were just starting to hire an Economic Development Director to help us attract and retain business. It was the first time in 15 years that such a position had been filled. We wanted to send a message that our doors were open and we had staff to help implement the mission of the Economic Development Commission.

Today, after five years of focused effort and collaboration, many businesses will attest that Trumbull’s door is not only wide open to business, but the town works diligently and collaboratively to help them locate, grow, and thrive here,” Abraham said.

Trumbull’s commercial revenue accounts for almost 19% of the Town’s tax base. “Trumbull CT – Working for You” is an important message to convey to such a significant segment of our taxpayers.

Economic Development Director, Deborah Cox, explained that the Economic Development Commission and Department have been aggressive in trying to attract new businesses and fostering a supportive business environment. Further, they’ve partnered with the Town’s Departments and the First Selectman to guide and assist businesses through the various processes required to locate, expand, and grow here in Trumbull. “Relationships among Town departments, community groups and the Chamber of Commerce are excellent,” said, Cox, “and businesses really feel that partnership on their behalf.”

The EDC's marketing campaign includes a new slogan, logo, video, testimonials, and website updates. The logo depicts a sense of forward movement, collaborative partnership, and stability and growth through the use of slightly slanted lettering, encircled words, and the use of blue and green.

Cox worked with Firelight Media to produce a video consisting of interviews with executives from some of Trumbull's largest businesses within targeted industries. The interviews focused on the question, "What do the words, 'Trumbull CT – Working for You' mean to you and your business?" "The unscripted responses provided strong testimonial for Trumbull's supportive business environment," said Cox.

The Town's Economic Development webpage, www.trumbulleconomicdevelopment.com, incorporates some of these changes. A more comprehensive redesign to coincide with the Town's planned website redesign is expected later this year.

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