



Land of Lincoln Economic Development Corporation

PRESS RELEASE

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NEW NAME, NEW BRAND FOR LOCAL ECONOMIC DEVELOPMENT GROUP

SPRINGFIELD, Illinois (Nov. 6, 2019) – The Land of Lincoln Economic Development Corporation (LLEDC) will begin doing business under the name, **Springfield Sangamon Growth Alliance**.

The Land of Lincoln Economic Development Corporation (LLEDC) was created in 2018 as a public-private partnership dedicated to advancing economic development efforts in Springfield and Sangamon County. Since its inception, the organization’s leadership began exploring marketing strategies and positioning for building recognition, not only locally, but also on the national and international business development level.

In March, the LLEDC engaged economic development industry focused consultant, Ady Advantage, to evaluate the current local economic development climate and create a marketing plan and recommended brand platform. As a result, Ady Advantage recommended a new company name that would define both location and brand theme expression. “In putting together our recommendations for marketing and branding the Springfield and Sangamon County area, we took into account the needs and interests of local businesses and residents, and also looked at what would best position the region to people and businesses from outside the area,” according to Janet Ady, President & CEO of Ady Advantage.

“The name, **Springfield Sangamon Growth Alliance**, truly represents our overall mission to advance our community’s future success through business and talent retention and attraction, highlight all the many characteristics and opportunities that make our area unique and celebrate the benefits of our community together” says Board Chair, Dan Dungan, also Executive Chairman of Springfield Electric Supply.

The new name also means new brand identity elements including a new logo, colors and other related identifiers. The changes will begin rolling out immediately and the timing is ideal as it coincides with the group’s recent establishment of a permanent office location in downtown Springfield at 531 E. Washington Street. **[MEDIA ALERT: New logo imagery available upon request.]**

As the strategic marketing initiatives begin rolling out in mid to late November, the community can expect to see the **Springfield Sangamon Growth Alliance** establishing a presence on social media, launching a new website in December, developing resources to support the business community and promoting the community’s unique assets.

About the Springfield Sangamon Growth Alliance

The **Springfield Sangamon Growth Alliance** was created as the Land of Lincoln Economic Development Corporation (LLEDC) in 2018 as a public-private sector partnership dedicated to advancing economic development efforts in Springfield and Sangamon County in the State of Illinois. Led by a volunteered, diverse, industry-driven board of directors, our mission is to pursue economic prosperity and growth for Sangamon County and the City of Springfield. The Springfield Sangamon Growth Alliance is helping create and market a financially sound community; able to attract new businesses and skilled talent, while retaining the profitable companies and local workforce who already make Sangamon County their home.

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