



## PRESS RELEASE

FOR IMMEDIATE RELEASE  
November 30, 2017

### **A NEW & FRESH COMMUNITY BRAND FOR WINTER PARK!**

WINTER PARK, Colo. – The Winter Park & Fraser Chamber are happy to announce that a new and fresh community brand is being developed in 2018. New opportunities for collaboration and resource sharing has resulted in a key stakeholder group coming together. With the new growth and expansion of our community, it was realized by key stakeholders that it's time to review the way we message, communicate and market "Winter Park" as a destination town. A brand committee of seven representing diverse entities was established in August, after a thorough and dedicated process to review who we are, what we message individually and collectively and next steps for our community to create a captivating, cohesive and relatable message that inspires people to choose Winter Park over other destination towns.

In order to develop the very best brand message, Karsh Hagan has been chosen to work with Winter Park. The agency has extensive experience in the travel and tourism industry working closely with the Colorado Tourism Office, VISIT DENVER, University of Colorado, Aspen Snowmass, Vail Resorts, Colorado Ski Country USA, and Mountain Collective to name a few.

Karsh Hagan is a collective of creative, strategic, passionate thinkers and doers; they share our entrepreneurial spirit and love of grand adventure, travel, and all things mountains. They understand our audience and our desire to grow visitation, grow our economy and create incredible experiences for our guests and residents alike.

The brand committee is working to bring a broader group of key community stakeholders together for a meeting in the next few weeks to get more input and discuss next steps with the goal of launching our new and fresh brand next summer in time to promote 2018/2019 winter season.

For more information on this exciting endeavor reach out to Catherine Ross, Executive Director at the Winter Park & Fraser Chamber [cross@playwinterpark.com](mailto:cross@playwinterpark.com).

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#### **Karsh Hagan**

Phil Karsh and Tom Hagan founded the agency in 1977 on the love of a great idea. Located in Denver, Karsh Hagan has been a market leader in the Rocky Mountain region for 40 years, helping companies elevate their purpose. With 65 employees, the agency offers branding insight and creative solutions for clients while delivering unprecedented results. Key clients include the Colorado Tourism Office, VISIT DENVER, Denver International Airport, Aspen Skiing Company, University of Colorado (Boulder, Colorado Springs and Denver campuses), InnovAge, Arrow Electronics, TD Ameritrade Institutional, Pinnacle Bank, Bank of Colorado and more. Projected agency billings for 2017 are \$54 million. For more information, visit [www.karshhagan.com](http://www.karshhagan.com).