



FOR IMMEDIATE RELEASE:

CIDC and Chamber to Select New Community Brand Slogan **[Vote for Your Favorite Brandline](#) by Monday, Sept. 14**

(Clovis, New Mexico) Thursday, August 27, 2020—Clovis Economic Development (CIDC) and the Clovis/Curry County Chamber of Commerce are seeking community input before deciding on a slogan for the new Clovis community brand. Between now and Monday, Sept. 14, community members are encouraged [to vote](#) for the slogan option they think best fits the new Clovis community brand.

Last month, CIDC and the Chamber revealed the new brand promise: *Welcoming all into the Clovis family, united to make a positive difference in people's lives.* The slogan selected to represent this brand promise is meant to resonate with locals and be something Clovis can deliver to anyone encountering the community. Developed by Santa Fe consultancy Once a Day Marketing LLC, the four brandline options are:

1. A Place to Call Home
2. Grow With Us
3. Promising Possibilities
4. Where You Belong

CIDC and the Chamber will consider the results from this survey when selecting the new Clovis community brandline.

“It is extremely important that our community feels represented by this brand if we want it to be successful,” explained Ernie Kos, executive director of the Clovis/Curry County Chamber of Commerce. “Results from our first community survey showed our main assets as being welcoming, diverse, friendly and inclusive and this survey will let everyone vote for their favorite slogan to go with the brand promise that embodies that idea.”

About the Clovis Community Branding Initiative

CIDC and the Chamber first embarked on this branding journey in early 2019 by hiring Santa Fe consultancy Once a Day Marketing to develop a new, comprehensive community brand for Clovis. Since then, community members have been able to participate in focus groups and share their thoughts in a community-wide survey that was released earlier this year. The selection of this slogan will mark the completion of phase one of this community branding initiative, while phase two will include creating the marketing and communication tools needed to develop, launch, promote and sustain the brand. It will take a concerted, ongoing effort for the community to deliver on the brand promise, so the Chamber is building a Clovis Action Team to spearhead the endeavor.

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