



PRESS RELEASE

FOR IMMEDIATE RELEASE

DATE OF RELEASE: July 20, 2010

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CONTACT TITLE: Economic Development Director
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SUBJECT: City of Salinas Community Branding & Marketing Strategy Request For Proposal (RFP).

The City of Salinas wishes to hire a branding consultant to lead a Community Branding initiative. An RFP has been posted on the city's website; www.ci.salinas.ca.us; detailing all information required and unique financing proposal. All interested firms need to submit a proposal by end of day of Monday August 2, 2010 to: Jeffrey H. Weir, Economic Development Director via email at Jeffreyw@ci.salinas.ca.us.

It is anticipated that the successful respondent will be selected and notified by September 7, 2010. The process of identifying a City of Salinas brand will include a collaboration between the consultant and community stakeholders; such as, the Salinas Valley Chamber of Commerce, National Steinbeck Center, Oldtown Salinas Association and Salinas Unified Business Association; to name a few.

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