

**** FOR IMMEDIATE RELEASE ****

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Watkins Glen Area Chamber of Commerce Unveils New Tourism Brand

Watkins Glen, NY – The Watkins Glen Area Chamber of Commerce is pleased to announce the development of a new tourism brand, “Explore Watkins Glen”, and accompanying logo.

President and CEO Rebekah Carroll shares, “After extensive research, discussion, and revisions by our Tourism Task Force, Chamber staff, and our designer Cobp Design, we are pleased to share the final tourism-focused brand and logo.” This new brand will better enable the Chamber to fulfill its mission, as it constantly seeks to best support its member businesses, the Schuyler County tourism industry, and the residents of our many communities. Keen observers will note the new logo borrows heavily from the current Chamber of Commerce logo, intentionally, helping tie many of the themes together that represent our communities and county, while also helping better differentiate between the two halves of the Chamber, as it pertains to regional visitors, tourism-focused businesses, local residents, and the businesses they patronize.



Dennis Fagan, Chairman of the Schuyler County Legislature, observed “While the Watkins Glen Area Chamber of Commerce has always worked hard to support all its various constituents, as the official Tourism Promotion Agency designated by both New York State and the Schuyler County Legislature, we expect this new brand and logo focused on tourism will be very helpful in making sure resources and initiatives are deployed most thoughtfully and effectively.”

The new “Explore Watkins Glen” brand and logo will be carefully assimilated across various Chamber tourism based projects and initiatives planned over the next several months.

The Watkins Glen Area Chamber of Commerce serves over 470 members from Schuyler County and the surrounding region. From business support to marketing help; business referrals to networking events; leadership development to volunteerism; educational opportunities to tourism promotion; the Watkins Glen Area Chamber of Commerce is dedicated to meeting the needs and exceeding the expectations of its members. To learn more about the Chamber, please visit their website at <http://www.watkinsglenchamber.com> or call them at 607-535-4300.

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