



• Come **Grow Globally** •

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Liberty County Development Authority recognized for marketing excellence

HINESVILLE, GA - The Southern Economic Development Council (SEDC), the oldest and largest regional economic development association in North America with 750 members from organizations in 17 states in the American South, has named the Liberty County Development Authority (LCDA) as a recipient of the 2010 Communications Award in two categories.

The LCDA received an “Award of Superior” in the Branding Package - Large Division. In addition, the LCDA received an “Award of Excellent” in the Web Sites: Local, State, or Regional Economic Development Organizations - Large Division.

The Branding Package was judged on graphic appeal, clarity of message, quality of information, positioning/differentiation, and format. The Web Site was judged on appearance, organization, navigation, readability, and functionality.

“We are honored to receive SEDC Communication Awards for our Branding Package and Web Site, particularly in the Large Division where we were in competition with much larger organizations,” states Ronald E. Tolley, chief executive officer for the LCDA. “Both our Branding Package and Web Site embrace our new brand, which invites companies, both foreign and domestic, to *come grow globally* in Liberty County, GA. Our Director of Marketing & Research Anna Chafin dedicated a substantial amount of time to the re-branding effort, and it is nice to see her efforts acknowledged by SEDC.”

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