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Billings Chamber of Commerce
Convention and Visitors Bureau



Media Release

New Billings Brand to be Revealed January 13, 2009.

For Immediate Release:

Billings, MT, January 3, 2009: Following 15 months of research, surveys, meetings, and development sessions, the Brand Billings Committee is set to unveil the new Billings community brand on Tuesday, January 13, 2009. The unveiling will take place at Rimrock Auto Arena at MetraPark from Noon-1:00 p.m. Brand Billings Launch attendees will also have the chance to experience the new half house improvements to the arena during the launch of the new Billings brand. The Brand Billings Committee is shaped by officials from the City of Billings, Yellowstone County, the Billings Chamber of Commerce/Convention and Visitors Bureau, the Big Sky EDA/EDC and the Downtown Billings Association. These committee members have dedicated countless hours to this project working to uncover the true essence of Billings and they are excited to reveal this beautiful new marketing tool to fellow residents during lunch on Tuesday, January 13th.

What is a community brand? It is a community's identity. It's what sets it apart from other cities. Billings Chamber/CVB President and CEO, John Brewer, said, "The Brand Billings Committee has worked to uncover this identity for Billings by looking at the City's history, values, industries, residents, attractions, culture and future. It is an exciting time." The Brand Billings effort began in the summer of 2007 when community leaders including Billings Mayor Ron Tussing and Brewer realized that it was time for Billings to have a tangible personality. A brand can help boost tourism marketing, business and employment recruitment, as well as community pride. The Brand Billings Committee is also proud that they have come to this point having spent only a small fraction of what other cities have spent on similar branding efforts. Committee members are available for media interviews to discuss the Brand Billings process. Contact Alex Tyson at 696-3570 for further assistance.

For Immediate Release

Billings Brand Launch set for January 13, 2009

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The Details:

The Official Launch of the new Billings Community Brand

Everyone Encouraged to Attend

Tuesday, January 13, 2009

Rimrock Auto Arena at MetraPark

Noon – 1:00 p.m. (Doors open at 11:30 a.m.)

Tickets: \$25/person (Includes lunch from Beyond Basil and exciting give-a-ways)

R.S.V.P. to the Billings Chamber/CVB at 245-4111 or info@billingschamber.com

Event Sponsored by:



The Brand Billings Committee is made up of officials from these local entities:



The Billings Chamber of Commerce/Convention & Visitors Bureau

“Our Vision is to achieve excellence in community leadership and growth.”

“Our Mission is to develop a strong business climate and vibrant economy by serving the community in a leadership role thereby enhancing the quality of life.”

“Billings is Changing. Your Chamber/CVB is Leading the Way.”

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Billings Brand Launch set for January 13, 2009

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