For Immediate Release – Oct. 3, 2019

Contact: Michael Parks, Harrisonburg Director of Communications
           540.432.7701
           Michael.Parks@harrisonburgva.gov

City to unveil new Seal, branding at special event

HARRISONBURG, Va. – The City of Harrisonburg will soon unveil its new City Seal and department branding, and residents are invited to a special event to celebrate the occasion.

Residents will get a chance to check out the new branding logos, view a video about how City departments work to serve them, and pick up new Harrisonburg buttons and magnets at an event Tuesday, Oct. 8, at 6:30 p.m. at City Council Chambers. Members of each City department also will be on hand to speak with residents about what their departments do and answer any questions residents have.

(Above) Harrisonburg Parks and Recreation team members Brian Mancini and Brittany Clem show off the department's new branding.

The branding, which is already in use by the City's Parks and Recreation and Economic Development departments, allows each department to show off what makes them special. With more than a dozen departments and more than 600 full-time staff members, the City provides numerous services around the clock – many of which some residents may not be aware of. The new branding will help departments bring attention to those efforts so all residents can learn more about what is available to them.

"We are very proud of what each of our departments offers and how all of our teams strive to make Harrisonburg a better place to live, work and play every day," Harrisonburg Director of Communications Michael Parks said. "We're excited to get to show these new designs to our residents and get to talk to them about what makes our departments unique."

City merchandise will be available on a first-come, first-served basis. Tuesday's event will be followed by the regular City Council meeting, which will begin at 7 p.m.

The City of Harrisonburg *is centrally located in the Shenandoah Valley of Virginia. It is home to approximately 54,000 people. More information about the City of Harrisonburg is available online at* www.HarrisonburgVA.gov*.*