



PRESS RELEASE

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PRICE, UTAH – For the last few months, Price City has been reviewing various elements of its communication efforts. A team of city officials, staff and community members have worked together to develop a strategic communication platform to enhance Price City’s position locally and regionally.

“One of the first things we selected to work on was our website,” noted Amy Knott-Jespersen, Price City council member. “The website is one of the first impressions people have about our community. It is our calling card, our business card and our invitation to the world. It was a top priority, and I appreciate the work done by Bret Cammans with Price City and Amanda Leonard, our website designer.”

“I am impressed and, quite frankly, blown away with our new website,” said Mayor Michael Kourianos. “The team that Council Member Jespersen led has done an excellent job in capturing the look and feel of our community. I think our local residents and our larger state audience are going to look at this and be impressed as well.”

Jespersen explained that the new website is more than just a design makeover: “We’ve built a website that is beautiful and easy for residents and visitors to use. In short, we have made it authentic, relevant and compelling.”

“And, yes, Price City has a new logo!” said Mayor Kourianos. “But a logo is only a design element. It’s all about the people and their values that make the brand worth something, and we have great people here in Price.”

With the launch of the new website, city officials are preparing to send a strong and consistent message: located in the heart of Utah’s recreational corridor and in proximity to the Wasatch Front, Price is home to first-rate business, industry and hospitality. The people of Price have a rich international culture, an indomitable spirit of resilience and optimism, and are committed to work with people and businesses who share their passion for innovation, excellence in education, “high-touch” hospitality and growth.

“The website is the beginning of our marketing and communication campaign,” stated Mayor Kourianos. “We want people to know that life and business are thriving and will continue to thrive in Price, and we are inviting people to come join us!”

See the new website at www.priceutah.net.

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