



NEWS RELEASE

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THOMAS JEFFERSON PARTNERSHIP FOR ECONOMIC DEVELOPMENT ANNOUNCES NEW NAME AND BRANDING INITIATIVE

Orange County, VA – Orange County is pleased to congratulate the Thomas Jefferson Partnership for Economic Development (TJPED) on a major rebranding initiative. TJPED announced today that it will launch its new name and rebranding campaign as the Central Virginia Partnership for Economic Development.

The Partnership engaged the services of The Ivy Group to assist with this effort. After numerous brainstorming sessions, meetings, and approval from the TJPED Board of Directors, The Ivy Group unveiled the new name, logo, and commitment to their Target Market Study. It is the hope of the Partnership and its members and nine member communities, that the new logo and name will continue to stimulate the Central Virginia Region's economic development activity, bring attention to the area, and highlight the attributes of the region for prospective businesses.

Board of Supervisors Chairman, S. Teel Goodwin, stated "Orange County's membership in the Partnership is an important part of the County's economic development efforts, and we are pleased to learn of this announcement and the good work of the Partnership."

County Administrator and Vice-Chair of the Central Virginia Partnership Julie G. Summs, stated "I could not be more thrilled to be part of the next chapter in this organization's future. Orange County has participated in the Central Virginia Partnership for over 16 years, and its benefits to our citizens are significant."

For more information on the Central Virginia Partnership for Economic Development, please contact Helen Cauthen, Central Virginia Partnership for Economic Development President, at (434) 979-5610.

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