

FOR IMMEDIATE DISTRIBUTION

For more information contact:

Ali Hawthorne, 502-262-8580, ali@m2maxmedia.com

Jennifer Rubenstein, 502-500-4669, jennifer@keeplouisvilleweird.com



Business Association Celebrates 10 Years With a New Look *After 10 Years of Keeping Louisville Weird, LIBA Unveils a New Logo*

Louisville, KY (July 7, 2015) – The Louisville Independent Business Alliance (LIBA) kicked off “Independent’s Month” last night with a free event where a very special announcement was made. For the first time since its founding in 2005, LIBA has adopted a new logo and will launch a full branding campaign, thanks to a “Dream Team” grant comprised of ad professionals from the Advertising Federation of Louisville.

LIBA has come a long way since former owner of Ear X-tacy and LIBA’s Founder John Timmons caught the public’s attention by putting up a billboard saying Keep Louisville Weird in 2005. What started as an alliance of a handful of local businesses has grown to 750 members, which puts LIBA in the top 5 of all independent business alliances (IBA) across the country. The organization just published the 12th *Buy Local Guide*, with 40,000 copies distributed - that’s a total of almost a half a million *Buy Local Guides* over the years. LIBA’s Buy Local Fair has become a ‘can’t miss’ event in Louisville, and the Louisville BrewFest draws attendees from all over the region to check out Louisville’s thriving local beer scene. Both events have attendance of 6,000+. LIBA also hosted the national IBA conference here in Louisville in 2012.

Most importantly, LIBA has remained focused on encouraging area residents to view themselves as members of a community, rather than merely as consumers. Supporting local businesses gives our city our unique flavor, our weirdness, and it also reinvests \$55 into the community for every \$100 spent.

LIBA’s new brand position speaks to its efforts as the “Best Champion” for the local community. The new logo is a simplified and clean look that speaks directly to Buying Local by spelling out the “LIBA” acronym and highlighting the independent part of the name. While used internally and among its members, many in the general public are unaware of what the LIBA acronym stands for, and this helps build more community awareness.

“We feel the new logo is a natural evolution of our original one,” says Jennifer Rubenstein, Director of LIBA. “The ‘keep Louisville weird’ slogan will always remain an important part of our outreach, and the new logo complements those efforts by emphasizing the essence of our organization: ‘independent’ and ‘buy local’.”

A special 90 second video has been prepared to introduce the new logo and highlight the independent business members that have made LIBA successful. It can be viewed at www.keeplouisvilleweird.com.

An awareness advertising campaign will follow later this year. LIBA would also like to thank the talented team at Bandy Carroll Hellige for their pro bono work.

About the Louisville Independent Business Alliance

Celebrating 10 Years of Weird in 2015, LIBA is a non-profit organization whose mission is to preserve the unique community character of the Metro Louisville area by promoting locally-owned businesses and to educate citizens on the value of buying locally. For more information about LIBA, visit www.keeplouisvilleweird.com.

