



VILLAGE OF ROSEMONT UNVEILS NEW BRANDING CAMPAIGN

New Entertainment Logo, Tagline and Advertising Capture the Vibrant Spirit of Fun and Excitement of Rosemont's Extensive Shopping, Dining and Entertainment Options

ROSEMONT, Ill – The Village of Rosemont has a whole new look.

A new entertainment logo, designed by VIRGEN Inc., in partnership with Village of Rosemont and Carol Fox and Associates, graphically captures the liveliness and energy of the Village of Rosemont's robust entertainment offerings. The new logo is sympathetic in design to the municipal logo, which will continue to be utilized for government entities and activities not related to the entertainment district.

Rosemont's reputation as a suburban hot spot has flourished recently thanks to the popularity of the MB Financial Park at Rosemont, the Fashion Outlets of Chicago mall and The Dome year-round sports facility. These new attractions join the well-established Donald E. Stephens Convention Center, the Allstate Arena, the Ballpark at Rosemont, and the Rosemont Theatre.

In tandem with the development of the new logo, the Village has developed a new tagline, "It's All Here" as well as a new website, Rosemont.com, that provides visitors with an easy way to navigate and learn about all Rosemont has to offer. The site welcomes users with a clean, uncluttered design and vibrant imagery, and is customizable to serve future needs. The branding rollout also includes an app that provides a guide to attractions and events, traffic updates and more.

Well-known Chicago-based photographer Eric Klein has already completed two extensive photo shoots in Rosemont, with a third planned for later this spring. Klein's past campaigns include work for Coca-Cola, Nike, McDonalds, Anheuser-Busch, Conde-Nast and many more. The images will be utilized in an extensive advertising campaign that incorporates print, broadcast digital and out-of-home exposure.

"Our village has grown tremendously in the past few years, and we felt it was time to develop a new graphic image and tagline that embodies the modern vitality of the new Rosemont," said Mayor Brad Stephens. "The logo pays respect to our history by utilizing our signature rose image, but in a fresh way to express the enthusiasm, vibrancy and energy of the Rosemont of today."

"We were tasked with creating a logo that captures the essence of Rosemont's brand promise," says Merrell Virgen, President of VIRGEN Inc. "We wanted to make a powerful statement that reflects the most prominent qualities of the city – to be all at once welcoming, animated and fun."

We feel that the new logo expresses all of these traits, with a traditional rose that is strong and approachable, yet possesses a contemporary flair.”

The Village of Rosemont: Growing and Flourishing

Popular for decades as a convention and entertainment destination, Rosemont has long featured an abundance of upscale hotels, the state-of-the art Donald E. Stephens Convention Center (which attracts more than one million guests to 200 tradeshows, conventions and public events annually), the 19,000-seat Allstate Arena (which presents concerts, sporting events and family programming, attracting 1.4 visitors annually) and the 4,200 seat Rosemont Theatre (which hosts more than 100 performances each year).

Today’s Rosemont has become even more of a destination, thanks to the opening of the nine-acre MB Financial Park at Rosemont (home to 12 venues for dining, film, music and comedy, as well as free outdoor summer concerts, fireworks shows, ice skating and more in the central common area), and the Fashion Outlets of Chicago which features more than 130 luxury outlet stores, including Bloomingdale’s The Outlet Store, Last Call by Neiman Marcus and Barneys New York Warehouse. Recent additions to the Village also include the Ballpark at Rosemont, home to National Pro Fastpitch World Championship-winning Chicago Bandits, and The Dome, which houses two full-sized baseball/softball diamonds for year-round play.

Rosemont continues to grow. The coming months will see the opening the Big 10 Conference headquarters, complete with a 3,000-square-foot interactive museum; iFly, an indoor skydiving experience that creates true free-fall conditions without requiring participants to jump out of an airplane, and the first Midwest location of Sugar Factory American Brasserie, an upscale restaurant and candy store that is a favorite among the general public as well as Hollywood’s A-list. 2015 will bring a new 155-room Hampton Inn & Suites and The American Academy of Orthopaedic Surgeons headquarters to the corner of Higgins Rd. and River Rd., as well as future projects to be announced. The Village also hosts a wide array of free or affordably priced entertainment options for the whole family, including the EVP Pro Beach Volleyball Tour, which will debut in Rosemont in July. Rosemont’s key attractions are serviced by a free circulator bus line, operated by Pace, that transports guests from the Chicago Transit Authority’s Blue Line stops to the Village’s many offerings.

About The Village of Rosemont, Illinois: Rosemont, Illinois, Chicagoland’s business and entertainment suburb, is conveniently located five minutes from O’Hare Airport and 20 minutes from downtown Chicago. Rosemont is home to the Donald E. Stephens Convention Center, a wide variety of hotel and dining options, Allstate Arena, Rosemont Theatre and a host of entertainment and retail venues. The Village is home to a proud community of residents and is also a mecca business, with numerous large employers and small companies. Rosemont continues to grow and evolve based on the vision of Mayor Bradley A. Stephens. MB Financial Park at Rosemont features an array of great dining and entertainment options. For more information, visit www.Rosemont.com.

About VIRGEN Inc.: Founded in 1999, VIRGEN Inc. is a full-service strategic marketing, public relations and creative arts firm with offices in Las Vegas, Nev. and Miami, Fla. With more than

25 employees, VIRGEN is the largest minority-owned marketing firm in Nevada and is committed to evolution, innovation, a diverse client base and giving back to the community. To learn more about VIRGEN Inc., visit www.virgenad.com.

About Carol Fox and Associates: Carol Fox and Associates (CF&A) is Chicago's largest firm specializing in arts, entertainment and lifestyle marketing. As a full-service agency – with award-winning expertise in media relations, digital media, marketing, advertising, and special event planning – the company's campaigns are fully integrated, increasing their impact and effectiveness in building audiences. Acclaimed for its creative yet strategic approach, CF&A has proved a highly skilled and successful partner to companies of all sizes in one of the country's most competitive markets.

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