



Press Release  
Friday, April 25, 2008

## Young Professionals Announces New Logo & Website

The local young professionals group is pleased to unveil a crisp logo and fresh new website to accompany an important change: The Great River ConneXtions will now be known as the Greater Burlington YP. The group's leadership council decided to make the change at its March meeting because it felt the name more accurately described the purpose and composition of the group.

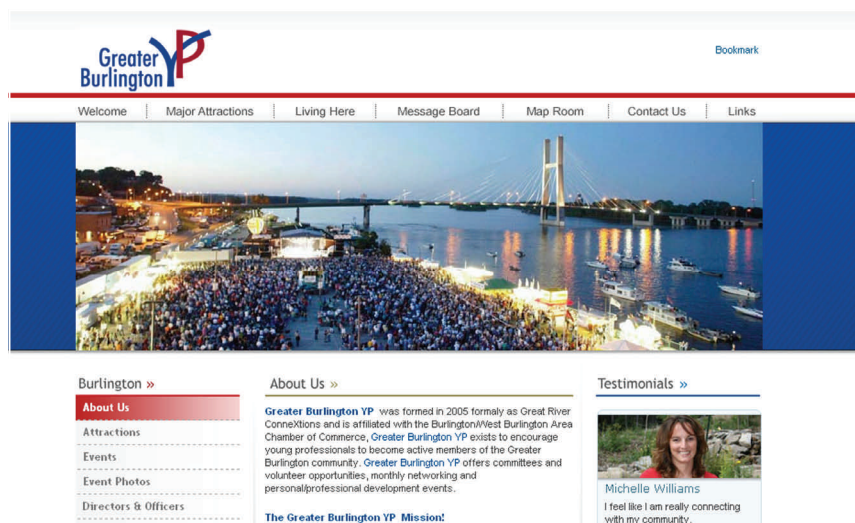
The name change will be effective immediately.

As part of the re-branding, a new logo was designed and a website has been launched for young people (officially defined as those under 45) in the area to find out more information about the group and its activities.

"I am very excited to have this website up and running. The website will be a great resource for our members, prospective members, and in attracting young professionals to the area," said Brenda Wischmeier, Director of Marketing for the Greater Burlington Partnership. The web address is [www.GreaterBurlingtonYP.com](http://www.GreaterBurlingtonYP.com).

The site has information regarding membership, officers in the organization, pictures from past events, and a calendar listing of area young professionals events.

The website was designed as a collaborative effort between our group and the young professionals groups in Keokuk and Mount Pleasant. The Great River Region Partnership funded a grant to create the website, and the site that contains information from all three groups can be found at [www.GreatRiverRegionYP.com](http://www.GreatRiverRegionYP.com).



The Greater Burlington YP is always looking for new members. If you are under 45 and live or work in the Greater Burlington area, please check out the website to learn how to become more involved!

For upcoming events, dining, attractions, pictures, and testimonials go to [www.GreaterBurlingtonYP.com](http://www.GreaterBurlingtonYP.com). If you have an upcoming event or something that you did you would like to share put it on the Message Board for all young professionals in the Great River Region to read.

For more information about the website or if you have a suggestion or thought contact Brenda Wischmeier at [bwischmeier@growburlington.com](mailto:bwischmeier@growburlington.com) or 319-208-0040.