



**For immediate Release
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City of Kyle Seeking Public Input on “Branding” Concepts

The Kyle Branding Committee has been working diligently to create a “Brand” for the City. The process, which began in December of 2006, has produced four concepts on which the committee would like to receive public input.

A “Brand” is defined as “the promotion of a product or organization by advertising a particular design or slogan.”

The brand concepts shown below incorporate Kyle’s distinctive tower and bridges, showing our history (tower) and future (bridges). Brands One and Two use the phrase “Towering Possibilities” to promote Kyle’s potential for the development of businesses as well as being a place to nurture and grow families.

The committee will be bringing these brands to numerous locations for viewing and comment by the public. You can also see and comment on these online at www.cityofkyle.com. If you would like a presentation on Kyle’s Branding program at your next neighborhood meeting or at you civic association meeting, contact Jerry Hendrix, Kyle Communications Director at 262-3921 or jhendrix@cityofkyle.com



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