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**MCEDC Launches its Campaign, ‘The Future Starts Here’**

*The champion for local business growth unveils new branding and marketing campaigns along with a new website rollout*

**Rockville, MD – April 26, 2017** – The [Montgomery County Economic Development Corporation](#) (MCEDC), announces today the launch of its ‘The Future Starts Here’ Campaign, along with its new branding, logo, and website, [www.thinkmoco.com](http://www.thinkmoco.com), as it furthers its mission to help businesses start, grow, and expand in the county. MCEDC connects companies to top talent, prime locations and market intelligence, and the new initiatives help convey the message. The work is created and developed by MCEDC’s new internal marketing group, MoCo Labs.

MCEDC has taken a leading role in promoting the benefits and strong value of MoCo. The organization’s strategic and nimble style, as well as its fresh perspective and approach to reinventing economic development from the ground up, differentiates its approach. As key elements of this effort, MCEDC has embarked on several multi-leveled and interactive campaigns to raise visibility and further its mission to showcase Montgomery County as the ideal location to do business.

MCEDC’s ‘Our People Know People’ campaign is one example, spreading awareness of the organization’s capabilities, including ‘Top Talent, Prime Locations, and Marketing Intelligence,’ as well as underscoring its position as a local, engaged, insider’s ear resource for area businesses. MCEDC’s boots on the ground, grassroots approach is also being leveraged in the launch of its [new, interactive ‘Think MoCo’ video series](#) highlighting area business success stories, such as [Honest Tea](#), [The Olney Theatre Center](#), and [WeddingWire](#), with many more to be released going forward. In each video, David Petr visits each location, meeting a senior level representative and learning about the business and the benefits of being based in Montgomery County. An additional marketing initiative to showcase success stories in in development. First up is a campaign featuring Seth Goldman, Founder and CEO of Honest Tea, entitled ‘You Can Go Global from MoCo,’ the first ‘Think MoCo’ video series as a channel to highlight the global impact of business from Montgomery County.

“We are very proud to announce our new branding awareness campaign, website, and latest campaigns and initiatives as the next building blocks in MCEDC’s continued mission to

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accelerate business in the county,” said David Petr, MCEDC’s President & CEO. “We remain committed to raising visibility for the richness, diversity, and innovation that Montgomery County offers as critical elements of lasting business success. Many of the companies based here have global impact, and we are excited to support local business as well as promote MoCo as a great place to live and work through our campaigns.”

These campaigns are being integrated into other marketing efforts including public relations, social media, e-Newsletters and thought leadership through coordination with MCEDC’s extended partners, [Clark Concepts](#) and [RMR & Associates, Inc.](#)

MCEDC’s new website can be found by visiting [www.thinkmoco.com](http://www.thinkmoco.com)

### **About MCEDC**

The Montgomery County Economic Development Corporation (MCEDC) is the official public-private organization representing Montgomery County, Md. The organization was created in 2016 to help businesses start, grow and expand in Montgomery County. For more information, visit our website at <https://thinkmoco.com/>. Follow us on [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#).