

## FOR IMMEDIATE RELEASE

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### Presque Isle Partnership Unveils New Logo as Part of Brand Update

**Erie, PA April 25, 2024** – The Presque Isle Partnership (PIP), at its Volunteer Appreciation and Recruitment Party unveiled a redesigned logo today, providing a fresh look for the 30-year-old organization.

The PIP’s Strategic Planning Committee worked on developing a refreshed logo to enhance its brand and increase public awareness and recognition of their park stewardship efforts. “We are thrilled to launch our new logo as part of the ongoing evolution of the Partnership,” says Jon DeMarco, PIP Executive Director. “Our committee, Board and creative partner, Larry Simmons with Core Creative have been working hard to update our visual identity to properly reflect what we aspire to be, an organization that works to improve visitor experiences at Presque Isle State Park by developing, funding, and implementing projects and programs on the park while protecting the natural environment.”



The new logo, which utilizes an iconic sunset, water and park imagery, was refreshed with a modern color scheme and typography.

In conjunction with the launch of its new logo, the Partnership has also introduced a new tagline, ***“Celebrating over 30 years of park stewardship in action,”*** which represents the PIP’s commitment to ensure that this unique treasure continues to be cared for and enhanced through the Partnership’s mission of ongoing stewardship”.

DeMarco added, “While the logo and branding has changed, PIP’s mission to help improve the park, accomplished by completing and offering numerous projects and events including the annual Summer Music Series, Presque Isle Lights, construction of a natural playground, beach accessibility mats, and Discover Presque Isle, has not.

**About Presque Isle Partnership:**

As an official non-profit partner to DCNR here at Presque Isle State Park, the Presque Isle Partnership generates private support and builds strategic partnerships to serve the growing needs of Presque Isle State Park and its 4+ million annual visitors. All our energy is focused on making Presque Isle the best park it can be, to make your experience the most enjoyable throughout the seasons. Learn about upcoming events, projects and more at the Partnership’s website: [www.DiscoverPI.org](http://www.DiscoverPI.org)

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