



**FOR IMMEDIATE RELEASE**

**EVERYWHERE'S POSSIBLE:  
CITY OF SEATAC TO LAUNCH NEW BRANDING CAMPAIGN**

*Washington State's Hospitality City adds fuel to marketing objectives*

**City of SeaTac, Wash.** - Today, the City of SeaTac launches a new comprehensive marketing campaign in support of the new economic development brand, *Everywhere's Possible*. The objective of the campaign is to make information about economic development opportunities in SeaTac easily available, with the ultimate goal of attracting new business, development and investment to the City.

"The City of SeaTac is the portal to the Puget Sound region connecting to the world through the airport and connecting to the region through highways and light rail," said Todd Cutts, Economic Development Manager for the City. "We have an exciting vision for redevelopment that we are eager to share with local and international businesses."

A new Web site ([www.CityofSeaTac.com/everywherespossible](http://www.CityofSeaTac.com/everywherespossible)) serves as the foundation of the marketing effort, offering information to interested parties about the City of SeaTac. Those interested in business information can gain an understanding of the advantages of doing business in SeaTac, business and development resources, and the ability to search commercial real estate listings. Information about the community such as recreation options, education resources, and location and access is also offered. Market data and information is featured to help businesses or developers understand local market dynamics.

This fully integrated marketing campaign also includes a blast e-mail template to complement the new Web site, a prospective tenant folder, new

targeted advertisements created to reach potential businesses, developers, and investors, a wide-ranging public relations campaign and plans to sponsor targeted local events. All aspects of the campaign incorporate the design guidelines set forth for the new economic development brand as approved by the SeaTac City Council.

Incorporated in February 1990, the City of SeaTac is located approximately midway between the cities of Seattle and Tacoma. The City of SeaTac is 10 square miles in area and has a population of 25,230. SeaTac is a vibrant community, economically strong, environmentally sensitive and people-oriented. The City boundaries surround the Seattle-Tacoma International Airport (approximately 3 square miles in area), which is owned and operated by the Port of Seattle. For more information, contact Todd Cutts, Economic Development Manager, at (206) 973-4816 or [tcutts@CityofSeaTac.com](mailto:tcutts@CityofSeaTac.com).

###

**Media Contact:** Hamilton McCulloh  
Hadley Green Creates  
Office: (206) 957-4260  
Mobile: (206) 910-9797  
[hamiltonm@hgcreates.com](mailto:hamiltonm@hgcreates.com)