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FOR IMMEDIATE RELEASE

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Explore York Unveils New Brand, Website

The new brand embraces county brand initiative

YORK, PA – After the release of a unified destination brand for York County in January of 2019, Explore York is proud to lead the charge with embracing and incorporating the county brand into our identity. The new Explore York logo and website design incorporate and expand on the same color palette and design elements present in the county brand. In addition, we have adopted the *have it made here* strapline, reinforcing the maker’s spirit of our county throughout printed collateral, social media, and marketing efforts.

“As the official destination marketing agency for York County, we felt it was essential for Explore York to reflect the county brand,” said Louise Heine, Explore York Destination Marketing Director. “Have it made here offers something for all local communities and organizations within York County. It embraces our history, landscape and sense of community.”

Part of adopting the new county brand included a complete redesign of the Explore York website, yorkpa.org. The newly redesigned yorkpa.org not only has a fresh look, it is now easier than ever for visitors to navigate. Thanks to intensive research into SEO and keyword searches used on our site, in the York County area, and comparable destinations across the country, we were able to add new content, imagery and navigation that showcases what visitors are most interested in exploring while visiting the York area.

The new website highlights categories such as *Things To Do; Events; Restaurants; Wine, Beer & Spirits; and Hotels & Lodging* that make it easier for visitors to find exactly what they need to have it made in York County during their visit.

Explore York’s Mission is to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs. Explore York’s Vision is for a York County where tourism is recognized for the value of its economic impact and its role in raising the profile of York County as a sought-after destination. For more information on the Explore York, call 1-888-858-9675 or visit www.yorkpa.org.



*have it made here*SM

have it made here