



## For Immediate Release

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## New North and Coalesce Team Up for Mobile Downloads New North Brand Wallpaper, Ring Tones Now Available

**NEW NORTH, March 15, 2007** – People may love New York, and what happens in Las Vegas may stay there, but the latest effort to brand the region of Northeast Wisconsin has phones ringing off the hook.

Officials from New North, Inc. and Coalesce Marketing & Design on Monday announced a new campaign aimed at branding the region by making distinct, New North-themed wallpaper and ring tones available for mobile phone users. Both items are offered free of charge and are now available for download on the New North website at [www.thenewnorth.com](http://www.thenewnorth.com).

“We came up with a new and unique way for people to show their support for Northeastern Wisconsin,” said Bob De Koch, Co-Chair of New North, Inc. “We’ve been fortunate to work with a great team of professionals on our marketing committee.”

“This is just another tool in the tool box to market the region and set us apart,” said Michelle Richard of Coalesce. “Mobile downloads are a fun, novel way for cell phone users to promote the New North and get people talking about what we’re doing.”

“This campaign’s aim is really about drawing attention to who we are and what we’re doing as a region,” said Jerry Murphy, Executive Director of the New North, Inc. “More importantly it’s about what we can do and the opportunities that arise as we collaborate and tell the story about why this is a great place to live, work, and raise a family.”

New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara.

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