

## **MAIN STREET PALM SPRINGS**



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### **NEWS RELEASE**

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## ***Main Street Palm Springs Builds on Tradition and Expands its Brand Awareness***

### ***Palm Springs Downtown and Uptown merchants association to work with Concept Branding Group to lead brand refinement and membership expansion***

**Palm Springs, CA–November 19th, 2009** (PRWEB) – Building on a proud, 18 year tradition of serving the merchants located in the greater downtown and uptown areas, Main Street Palm Springs will work with Concept Branding Group to lead an internal and external brand study aimed at expanding and refining communication of the organization’s advocacy mission and membership benefits.

“We realized that as the marketplace evolves we need to continually search for ways to better showcase and communicate what we’ve been doing since 1991 promoting retailers,” said Joy Meredith, President. “Being a tight knit group, keeping an ongoing dialogue with our members, potential members, visitors and city officials is critical. Concept Branding Group was the perfect fit given its depth of experience in refining and expanding brand awareness with trade organizations from coast to coast.”

Known for being tireless advocates for a stronger central retail core, Main Street Palm Springs works to promote events and improve infrastructure, leading to greater enjoyment of beautiful and scenic Palm Springs.

Over the coming months Concept Branding Group will be working alongside dedicated volunteer leadership to implement expanded community outreach and brand awareness programs. “We are honored to be working with such a Palm Springs institution,” said Tom Kelley, Managing Partner of Concept Branding Group. Given my own, collective, eight years in Palm Springs, I’ve always realized the critical importance of proactive representation of the retail segment. Our team is thrilled to be working with on this project pro bono to give back to the community and to make the organization even stronger to accomplish its important mission.”

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**Main Street Palm Springs**, provides a cohesive consensus building partnership of downtown stakeholders in order to implement specific programs and projects which will help strengthen the economic base and physical condition of the historic Village of Palm Springs in a timely and efficient manner. [www.palmcanyondrive.org](http://www.palmcanyondrive.org)

**Concept Branding Group**, with 175+ years of combined expertise, works with forward-thinking clients, entrepreneurs, business leaders and trade groups, and their teams, to unleash their full brand potential. We offer a fresh, informed, unvarnished and imaginative point-of view -- only then do we reveal possibilities that challenge and elevate expectations. Ultimately, we inspire alliances and new avenues for growth by creating powerful brand strategies and solutions to evolve and activate brands and community profile. [www.conceptbrandinggroup.com](http://www.conceptbrandinggroup.com)