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## **Land of Sky Regional Council** Receives **National Association of Development Organizations 2014 Innovation Award**

**WASHINGTON, DC – The Land of Sky Regional Council, based in Asheville, North Carolina, received a 2014 Innovation Award from the National Association of Development Organizations (NADO) Research Foundation for the *Refresh - Making the Land of Sky Regional Council Brand* project.**

The process of developing a strong brand requires a clear vision of how you want your organization and its services to be perceived and what area of the market you hope to reach. Land of Sky Regional Council took on the monumental task of rebranding their organization and established a clear vision and direction for how the regional council should be recognized within their community. The new brand showcases Land of Sky as being more than a typical government council. They are a responsive, efficient government service partner whose ultimate goal is to serve their communities and connect resources to the region.

With positive perception creating momentum for Land of Sky, there's been increased interest in what Land of Sky does and how they do it. This is proving to be a critical part of moving Land of Sky to their next direction. The main reason for the re-branding process was to portray to the community exactly what Land of Sky does and how the organization works with local governments and other key federal, state and local partners.

“For 28 years, NADO’s Innovation Awards have recognized regional development organizations for their hard work and commitment to promoting economic development in rural and small metropolitan communities across the country. Award recipients have created innovative solutions that build on the unique strengths and challenges of their regions, all while continuing to promote sustainable economic growth not only now, but for many years to come,” said NADO President Peter Gregory, Executive Director of the Two Rivers-Ottawaquechee Regional Commission in Woodstock, VT.

NADO is a Washington, DC-based association that promotes programs and policies that strengthen local governments, communities, and economies through regional cooperation,

program delivery, and comprehensive strategies. The association's Innovation Awards program recognizes regional development organizations and partnering organizations for improving the economic and community competitiveness of our nation's regions and local communities. Award winners will be showcased during NADO's 2014 Annual Training Conference, August 23 - 26 in Denver, Colorado.

For more information about the award-winning project, contact the Land of Sky Regional Council at (828)251-6622.

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**Since 1967 the National Association of Development Organizations (NADO) has provided advocacy, education, networking, and research for the national network of 540 regional development organizations. NADO members provide professional, programmatic and technical assistance to over 2,300 counties and 15,000 municipalities. 400 North Capitol Street, NW, Suite 390 | Washington, DC 20001 | 202.624.5948 | info@nado.org | NADO.org**