



Charter Township of Garfield

Grand Traverse County

3848 VETERANS DRIVE

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PRESS RELEASE – FOR IMMEDIATE RELEASE

Subject: Garfield Township survey for community perception and website upgrade

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GARFIELD TOWNSHIP, Grand Traverse County, Mich. – June 18, 2024 – The Charter Township of Garfield has contracted with New Moon Visions Place Branding and Marketing partnering with Civic Clarity to craft a fresh brand identity and website that authentically embodies the warm, inclusive spirit of the Township, celebrating its vibrant community and dedication to preserving its natural riches and high quality of life.

New Moon Visions is a place branding and marketing firm dedicated exclusively to creating brand identity and generating awareness for communities. Civic Clarity is a web development company solely dedicated to municipal clients. With complementary strengths, they have worked together for municipal brands and websites for 25 years.

The team hit the ground running and while Civic Clarity is gathering content and designing the website structure, New Moon is currently gathering data from the leaders, stakeholders, residents and visitors with a survey to learn all about Garfield. Please take a few moments to give your input and share this link with friends to help the effort. Anyone who completes the survey can enter a random drawing for a chance to win a \$100 gift certificate to use in Garfield.

For the survey, visit: [**https://www.surveymonkey.com/r/GarfieldBranding**](https://www.surveymonkey.com/r/GarfieldBranding)