



May 5, 2010

Ald. Terry L. Witkowski
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MEDIA ADVISORY

Milwaukee Image and Perception Task Force Inaugural Meeting TODAY *Regional Perception Study First Order of Business*

In February, the Common Council created a task force to assess the perceptions and image of greater Milwaukee and help to identify funding for ongoing branding of the area.

TODAY, Wednesday, May 5, 2010, the 24 designated members, including representatives from General Mitchell International Airport, the Greater Milwaukee Committee, the Milwaukee 7, VISIT Milwaukee and more, will convene to begin the process of establishing an entity that is responsible for creating and maintaining Milwaukee's image.

On the agenda for the group's first meeting, held at the **Greater Milwaukee Foundation in the Schlitz Park complex**, is Dean Amhaus, president of Spirit of Milwaukee, who will speak on "Regional and National Perceptions Studies of Milwaukee and the Milwaukee Region."

"I am eager to begin the process of moving Milwaukee's image forward and creating a consistent image that businesses and organizations can use to help us market our area," **Alderman Terry Witkowski, primary sponsor of the group**, said. "We hope to use this first meeting to identify who else we should bring to the table so we can make the best use of the resources available."

WHAT: Milwaukee Image and Perception Task Force Meeting

WHEN: 9:00 a.m. TODAY, May 5, 2010

WHERE: 101 W. Pleasant St., Schlitz Park, Greater Milwaukee Foundation

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