



City of Tukwila

6200 Southcenter Boulevard Tukwila, Washington 98188 Jim Haggerton, Mayor

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City of Tukwila Kicks Off Centennial with Events and New Marketing Campaign, “Tukwila Life”

TUKWILA, Wash. (January 9, 2008) – The City of Tukwila kicked off its Centennial Celebration yesterday with an event at the Westfield Southcenter Shopping Center. This event will be followed by a series of public events that will take place over the next 18-months. The official 100 year birthday is June 23, 2008. Details are available at www.tukwila100.com.

The Centennial events will highlight the past, present and future of the Tukwila area. Festivities will continue through the end of June 2009. Activities include a backyard wildlife festival, historic presentations, sporting events, Chinese cooking with celebrity-chef Martin Yan, Memorial Day at the Museum of Flight, fireworks on the 4th, heart-healthy activities, hotel and shopping packages.

“Beyond showing our community pride and spirit, we are focused on changing perceptions,” adds Jim Haggerton, Tukwila mayor. “We are illuminating that Tukwila is a great place to live and visit.”

To re-focus attention around Tukwila, the city has gone to significant lengths and is investing resources in a public education effort focused around the 100 years. The campaign is titled “Tukwila Life.”

The city hired Exclaim - the marketing firm that created the Metronatural brand for Seattle - to design a logo and an advertising campaign to highlight the city. A new website, street signs, bus boards, radio, television and print advertisements launch this month and continue throughout the celebration time period. Visuals within the advertisements include people enjoying all aspects of Tukwila, whether enjoying the outdoors, shopping, dining, or visiting local attractions.

“We are re-branding Tukwila so as to attract people to visit or move to the city,” notes Katherine Kertzman, tourism and marketing manager for the city. “We anticipate this activity will blend over into our neighboring cities throughout South King County.”

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