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MENASHA

'Your Place on the Water'

MENASHA, WI – January 15, 2016. The City of Menasha Community Development Department will premiere a new promotional video, *Menasha, Your Place on the Water*, at the January 18th Common Council meeting. The video is a result of nearly a year of filming, and is built upon the City's brand position statement which was adopted in 2014 by the Common Council.

The video will be used to strengthen the communities' web presence and strategically promote community development through realtors and developers, as well as acquaint residents with beauty and amenities of their community.

"Not enough people are aware of the incredible quality of life and natural amenities we have to offer in our community" stated Mayor Merkes, "This video highlights Menasha's many waterfront assets and illustrates the vibrant and active lifestyle available. It also reinforces the great pride we have in our community".

The video will be available on the City's website following the meeting.

Menasha Brand Position Statement:

Menasha has a rich industrial history... a heritage we owe in part to our advantageous location on Lake Winnebago, the Fox River and Little Lake Butte des Morts. These bodies of water have attracted energetic and innovative people to the city since its founding, and will continue to do so in the future.

Today, as our relationship to the water expands to a recreational focus, we welcome residents and visitors alike to experience and enjoy Menasha's unique place on the water.

Menasha's abundance of well-maintained public waterfront access provides everyone living and working here the opportunity to enjoy a wide array of natural beauty, relaxation, and water recreation.

As a result, our city can boast of offering one of the most uniquely vibrant, colorful and active lifestyles in the entire region.

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