



GREATER HOUSTON PARTNERSHIP

Houston: The City With No Limits campaign launches *GHP-led effort highlights quality of life, limitless opportunities found in region*

HOUSTON (June 3, 2014) – Greater Houston Partnership (GHP) unveiled its new community image campaign today that highlights the vibrancy of the Houston region and its position as a great place to live and build a career. The *Houston: The City With No Limits* campaign features fresh, exciting imagery highlighting all that the community has to offer including great restaurants and a dynamic cultural scene along with boundless public green spaces all the while coupled with a booming business environment that delivers great jobs.

The campaign, designed to span multiple years, will address numerous objectives, supplementing work already being done by GHP to attract trade and capital investment and facilitate business recruitment and retention. A primary focus of the campaign will be to strengthen Houston's ability to attract top young professional talent to the region.

"Houston has a well-deserved reputation as a great place to do business with a thriving economy," said Jamey Rootes, president of the Houston Texans and GHP board member. "Houston is a vibrant, diverse and welcoming community with an amazing array of entertainment and cultural amenities that make it a fun place to visit, raise a family, and call home. This community-wide effort will allow us to tell the full story of Houston as the great American and global city that we know it to be."

Key message points center around the area's confidence, ambition, supportive nature, harmonious spirit, openness, and forward-looking perspective. The messaging highlights characteristics of the region that were identified through an extensive research process based on focus group data, interviews, surveys, and quantitative studies.

As part of the campaign, a new website (TheCityWithNoLimits.com) has launched to discover the boundless opportunities available in the Greater Houston region. Key features include area facts and statistics, a neighborhood quiz matching user personalities to communities, real Houstonian profiles, links to campaign social media pages, and a brand hub for widespread community adoption. The site also houses the "Best Day of my Life" video, a three-minute feature depicting Houston's limitless activities, careers, culture, and quality of life.

The campaign evolved from the work of a GHP task force led by Rootes in 2013 with the mission to enhance the image of the Greater Houston area, attract talent, and continue the region's robust economic growth. The group had participation from the Houston Mayor's Office, the Greater Houston Convention and Visitors Bureau, Houston First, multinational corporations, area chambers of commerce, and other community leaders.

Two Texas firms – Houston-based MMI Agency and Austin-based Avalanche Consulting – conducted extensive market and brand research, created the brand architecture, and developed the creative elements.

"This has been an exciting, collaborative effort involving numerous community partners," said Bob Harvey, president and CEO of GHP. "This campaign encapsulates everything that makes our region limitless. We are proud of this effort and hope the community will embrace it with open arms."

Houstonians will see campaign content through a number of vehicles – including TV, online, outdoor, print publications, and on Facebook and Twitter – through the fall, when promotion efforts will extend beyond the region to increase awareness of Houston's limitless opportunities.

About Houston: The City With No Limits

Launched in 2014 by the Greater Houston Partnership, *Houston: The City With No Limits* is a community image campaign with the overarching goal to strengthen talent attraction to the 10-county Houston region. Primary communications messages focus on promoting the quality of life and limitless opportunities available in the region. *Houston: The City With No Limits* campaign is funded by GHP's *Opportunity Houston 2.0* program.

About Greater Houston Partnership

Greater Houston Partnership works to make Houston one of the world's best places to live, work, and build a business. It represents 10 counties: Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, and Waller. With more than 2,000 member organizations, GHP represents approximately one-fifth of the region's workforce.

Media Contact:

Jay Hickman, MMI Agency
jay.hickman@mmiagency.com
O: (713) 929-6957
C: (713) 206-3066

Media Contact:

Erica Fitzpatrick, MMI Agency
erica.fitzpatrick@mmiagency.com
O: (713) 929-6907
C: (281) 844-7550