



Brandon Chamber of Commerce board members Daniel Burns, left, Chris Griffin, Tanya Knight, Cam Clark, Sharon Shepherd and Gord Boulbee show off the new I Love Brandon T-shirts, which were unveiled at yesterday's luncheon at the Royal Oak Inn and Suites. (Bruce Bumstead/Brandon Sun)

A civic love story

Chamber project aims to boost community pride

BY COLLEEN COSGROVE

So why do you love Brandon?

It's a question the community will hear more in coming months, and one the Brandon Chamber of Commerce hopes will instill a sense of civic pride in the hearts and minds of everyone who calls the Wheat City home.

A champagne toast welcomed the new decade and officially launched the I Love Brandon campaign at the first chamber luncheon of 2010 yesterday.

Sporting his own white and red I Love Brandon T-shirt chamber general manager, Nathan Peto says the new slogan is something he hopes everyone can get excited about.

"It's the next decade, and it's a big transition period. We want to make sure that people hear the resounding message and everyone comes together," Peto told the Sun. "This is sort of a rallying cry for the community to talk about the next chapter."



The Brandon Chamber of Commerce hopes to boost civic pride through its new campaign, I Love Brandon. The chamber wants Wheat City residents, businesses and community groups to adopt the slogan and use its logo (above) to show their community pride. (Submitted)

More than 270 members of the Brandon business community gathered at the Royal Oak Inn and Suites to share in the celebration that included two inspiring I Love Brandon-themed videos produced by Keywest Photo.

The videos featured dozens of local business owners and

residents expressing why they love Brandon, what it is that keeps them here and where they see the city as it navigates the next decade.

"Really it's about creating momentum for Brandon and for our community and for our future," chamber president Chris Griffin told

the Sun. "I hope the community really gets on board. The idea here is that this is such good news for everybody that how could you not wear the badge, fly the flag and talk to people."

Although the chamber spearheaded the campaign, the aim is for the entire community to adopt the slogan as their own and use it and the accompanying logo any way they see fit.

Mayor Dave Burgess says he hopes the slogan inspires people to sit back and think about why they do love Brandon.

"I think it's very positive, very catchy, I like the wheat sheath idea," he said. "Putting that in really identifies Brandon, so I hope it's something people will adopt and be really supportive of."

The I Love Brandon theme will continue at upcoming chamber luncheons for the rest of the year. At each meeting, one member will take five minutes to share why he or she loves Brandon.

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