



## FOR IMMEDIATE RELEASE

City of Owatonna  
540 West Hills Circle  
Owatonna MN 55060  
507.774.7343  
deanna.sheely@owatonna.gov

### Owatonna's Community-wide Brand Honored with State Award

OWATONNA, Minn., July 18, 2024 – Owatonna's Community-wide branding initiative was recognized July 17 by the Minnesota Association of Government Communicators (MAGC) with its 2024 Northern Lights Award for Logo, Illustration or Graphic.

The Northern Lights Contest recognizes outstanding work in Minnesota's government, educational and nonprofit communications and provides valuable feedback for all entries from the communications professionals who judge the contest. The contest is conducted annually by the Minnesota Association of Government Communicators. Deanna Sheely, Communications Manager for the City of Owatonna, attended the annual MAGC awards event in St. Paul, Minnesota where statewide awards were presented in several categories.

"The goals for the new brand were to increase Owatonna's reputation, strengthen partnerships and enhance the community's and City's recognition and visibility," said Sheely. "This award recognizes how our community collaborated to create a new brand that is exceeding these goals."

The new brand was developed based on input from community members. More than 1,900 responses to an online survey and insights gathered during focus group sessions ensured the new brand accurately reflects Owatonna. North Star Place Branding & Marketing helped a community-based committee gather feedback, distill the community's sentiments and develop a new brand that vibrantly portrays Owatonna's future while honoring its tradition and history.

The [City of Owatonna](#), [Owatonna Area Chamber of Commerce & Tourism](#) and several local businesses were instrumental in developing the new brand. The [Minnesota Association of Government Communicators](#) is a peer organization of professionals dedicated to improving public-sector communications.

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