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CONNECT. SHARE. PLAY AT THE LONDON CONVENTION CENTRE

LONDON, ONTARIO – September 29th, 2011 - The London Convention Centre (LCC) officially launches a new brand identity at a reception today with 200 industry and community partners and clients. While today marks the official launch, elements of the new program have been in circulation since the launch of the website on June 30th, 2011.

In early 2011, the London Convention Centre completed a lengthy strategic process to examine and identify what it is they really do. General Manager, Lori Da Silva states that, *“The role of the LCC is to assist our clients to achieve their vision by providing a great facility where they can gather, whether sharing knowledge or a special memory. Our new logo and tag line reflect the change that happens when connections are made and sharing takes place .”*

The goal of the London Convention Centre is to provide event planners and guests with a kind of environment that will help maximize their ability to connect, building strong relationships, share knowledge and experiences that will last beyond a stay, and have fun or play while connecting and sharing with others! **CONNECT. SHARE. PLAY.**

The LCC connected with local experts Hall & Associates Incorporated for the branding and design work and with Echidna Solutions Corporation for the website. “The result from months of hard work is a brand image that accurately reflects the experience offered by the London Convention Centre,” comments David Edward, Chair of the Board of Directors for the London Convention Centre. He add that, “The LCC annually drives in excess of \$16 million in economic impact for the community and it is by continuing to focus on creating memorable experiences for guests that this number will continue to grow.”

*The London Convention Centre with over 63,000 square feet of exceptional meeting and exhibit space for groups of 30 to 3000 provides the perfect venue to connect and share. Whether connections are provincial, national or international customized experiences in London assist in the knowledge transfer or entertainment enjoyment. **CONNECT. SHARE. PLAY.** at the LCC.*