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Zizzo Group Selected to Market S. 27th Street Corridor Project for Franklin and Oak Creek

(Milwaukee, WI – September 10, 2007) – Zizzo Group Advertising and Public Relations has been selected by the cities of Franklin and Oak Creek to create a marketing strategy for the development of the S. 27th Street Corridor. The six-mile stretch forms the border between the two rapidly-developing communities.

“These two municipalities are a wonderful example of what can be accomplished when people come together with a common vision,” said Anne Zizzo, president and CEO of Zizzo Group Advertising + PR. “We are thrilled to be selected as the team best able to bring their vision to life.”

Officials from Oak Creek and Franklin hope to create an economic center unparalleled in the region that will become a statewide destination for people to work, live, shop, and recreate. It will consist of a diverse mix of land uses to provide a strong tax base for both communities.

“This corridor is going to be the desired place that corporations want to locate their headquarters or regional offices. It’s where retail business owners will want to open their shops and it’s where people will want to live,” said Ted Grintjes, chairman of the S. 27th Street Steering Committee. “We know that the Zizzo Group will help us tell our story and make our vision a reality.”

Zizzo Group Creative Director Joe Ban said the first order of business will be to develop an identity for the corridor which will consist of naming the corridor and designing a logo and tagline that represent that identity. The firm plans to present three logo options to the committee, which will then hold a public meeting to receive input on the options.

Ban said preliminary plans also call for the firm to design a DVD, web site and printed materials to help market the corridor to potential developers.

The firm will also launch a comprehensive public relations campaign aimed at creating awareness of the corridor and build momentum, said Jeff Fleming, VP of Public Relations.

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Zizzo Group Selected to Market 27th Street Corridor Project (cont.)

Planning for the corridor's development began in 2004 and a streetscape design was unveiled earlier this year. Marketing of the corridor is the third phase of the project, Gritjes said.

Officials in Franklin and Oak Creek believe that the corridor will become the "gateway" to both communities and Milwaukee County. It's location between Milwaukee and Chicago, as well as its proximity to General International Airport and the Interstate make it an ideal place to locate major business hubs, officials have said.

About Zizzo Group Advertising & Public Relations

Zizzo Group Advertising & Public Relations is a client-focused, full-service advertising agency providing branding, marketing, public relations and creative services that are fearless and results-driven. Working with a wide range of local and national clients and industries, it is one of Milwaukee's fastest growing agencies. For more information about Zizzo Group Advertising & Public Relations, visit us online at www.zizzogroup.com.

About the S. 27th Street Corridor

The S. 27th Street Corridor and adjacent areas will be a local, regional and statewide destination for people to work, live, shop, recreate, and interact with one another. It will be an attractive center of economic activity in southeast Wisconsin with clearly and conveniently linked strong neighborhoods, beautiful parks and open spaces, and engaging civic and institutional places. This corridor will serve as a unifying place for the cities of Franklin and Oak Creek, and for Milwaukee County.

For more information on the corridor go to
<http://www.saa-madison.com/27thcor.htm>

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