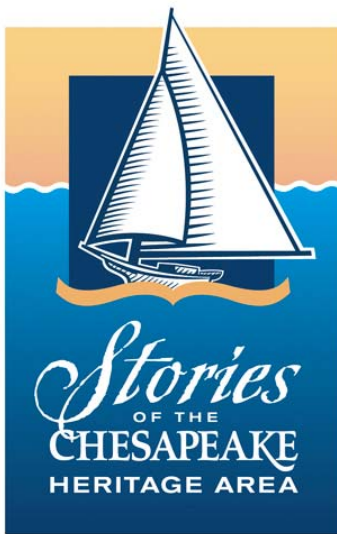


E-MAIL PRESS RELEASE - Wednesday, January 12, 2005

For more information: Elizabeth Watson, 410-699-1180 or watson@easternshoreheritage.org; Debbi Dodson, 410-770-8000 or ddodson@talbgov.org, or Charlene Whitney Edwards, 410-822-8335 or charlene@wedesign.com

NOTE: If you are a reporter or newsletter editor receiving this e-mail announcement, please contact us for transmission of this logo in the best format for your publication. We have both black and white and color versions in .bmp, .tif, .jpg, and .eps.

PLEASE RELAY TO OTHERS



"The classic ship that night was not the gaudy steamer but the quiet little skipjack, the boat conceived on the Chesapeake, tailored to its demands and adapted in every part to its conditions. It would endure after everything on the bay that night had gone to rust, for it was generice, born of salt flats and heavy dredging, while the brightly lighted steamers were commercial innovations useful for the movement but bearing little relation to the timeless bay."

James Michener, *Chesapeake* (Voyage Eleven - The Watermen)

The Stories of the Chesapeake Heritage Area is pleased to announce that its logo, shown above, is now final.

Debbi Dodson, chairman of the marketing committee of Eastern Shore Heritage, Inc., the nonprofit organization leading the heritage area initiative, said, "The business of heritage tourism calls for a sophisticated approach to marketing to existing and new audiences, called "branding," to help our potential and existing visitors anticipate a great experience here. Over time, as the heritage area undertakes various marketing campaigns, visitors will come to expect certain things in association with our name, our tagline, and our logo when visiting Caroline, Kent, Queen Anne's, and Talbot Counties."

The tagline is to be used in combination with the heritage area's name, with the whole to be stated as "Stories of the Chesapeake Heritage Area - Maryland's Eastern Shore Experience."

"From the visitor's first glance at our literature or web site, to encounters with the owners and employees of local businesses, to site visits offering learning or recreational opportunities, the visitor should be aware that the Stories of the Chesapeake Heritage Area offers a unique high-quality experience," Dodson continued.

These were the ideas in the minds of marketing committee of Eastern Shore Heritage, Inc., as they worked over the fall to create this new logo.

Working with local creativity experts at Whitney Edwards of Easton, led by designer Charlene

Whitney Edwards and her team of Debbie Collison and Richard Edwards, the committee looked at dozens upon dozens of possibilities.

Chaired by Debbi Dodson, director of tourism for Talbot County, the committee also includes these members of the Board of Directors of Eastern Shore Heritage, Inc.: Laura Ambler (the Ambler Co. of Easton), Mary Robbins (Caroline County tourism director), Barbara Siegert (director of Queen Anne's County tourism), and Bernadette Van Pelt (Kent County director of tourism development). Paulette Greene (owner of ESI', a business in Caroline County) and Bill Peterson (now an ESHI advisor and new bureau director at the Maryland Department of Housing and Community Development), have also participated in the committee.

The new logo incorporates the idea of "stories" with a stylized bow wave in the shape of an open book below the central icon and the overall shape of a closed, upright book.

It also celebrates the landscapes and waterscapes of the Chesapeake Bay - the "central story" to be featured in interpretation across the heritage area - with the sense of water and open sky in the choice of colors and the stylized waves dividing blue from sky.

"The colors for the sky, pink shading to gold, were actually taken from a sample of a Chesapeake sunset," said Charlene Edwards of Whitney Edwards.

"The central image chosen for the greatest use is the skipjack - the committee's reasoning is captured best by a wonderful quote from James Michener's book Chesapeake [see above]. Of all

of the historic elements of life in this heritage area, the committee felt that the skipjack best symbolizes the influence of the Chesapeake Bay environment on human life," said Elizabeth Watson, the heritage area's executive director.

However, the logo has been deliberately designed so that the skipjack can be replaced by custom images designed especially for a particular theme or program. Asked for examples, Watson said "A blue heron, for example, could be used to mark a driving tour of natural sites. A brochure offering information about mills to visit in this region could substitute a stylized version of mill. Individual towns or other special groups, such as our African-American Heritage Committee, could create flags with their own central icon for use in specific programs."

"This flexibility honors the sense of independence and variety to be found in this region - and helps us with a key challenge: that there are so many stories to tell in this heritage area," said I. Katherine Magruder, outgoing president of Eastern Shore Heritage, Inc., and a participant in the committee's discussions.

A standards manual for use of the logo by ESHI partners is to be posted shortly at ESHI's web site, www.easternshoreheritage.org.

"In the future, the Stories of the Chesapeake Heritage Area hopes to use this logo and our name to develop a branding program for local products - everything from handcrafts to local foods. We also expect to create a display program for local businesses so they can let their customers know they support the Stories of the Chesapeake Heritage Area. As the heritage tourism market

becomes more discriminating with each year, we can earn the loyalty of our visitors if they know that their dollars sustain their entire experience in this wonderful place," said Watson.

The Stories of the Chesapeake Heritage Area is the result of more than two years of planning by Eastern Shore Heritage, Inc., using local and state funding. The new Heritage Area Management Plan, a requirement of the state's Maryland Heritage Areas Authority, can be seen at www.easternshoreheritage.org.

Eastern Shore Heritage, Inc., was founded in 2000 by a group of citizens and public officials seeking ways for Caroline, Kent, Queen Anne's, and Talbot counties to enjoy the benefits of the state's heritage program, which began in 1996. It is a not-for-profit membership organization directed by a board of volunteers drawn from its membership, with membership available to any resident in the four counties for dues starting at \$20. The organization is housed and supported in part by Washington College, which was a major participant in the project to create the heritage plan. Each county has contributed financially to the organization, and two appointees from each county serve on the board, including a representative of the county's tourism program. Other volunteer directors elected at-large by ESHI's members have interests in historic preservation, museum management, environmental education, tourism-related businesses, and other activities that intersect with ESHI's mission to expand in heritage education, preservation, and tourism in the four-county region.

[END]