



STATE OF CONNECTICUT
GOVERNOR DANIEL P. MALLOY

**GOV. MALLOY DEBUTS SECOND PHASE OF ‘STILL
REVOLUTIONARY’ CAMPAIGN**

*Fall Marketing Effort Features Innovative Connecticut-Based Companies to
Fuel State Economic Development Efforts*

(HARTFORD, CT) – Governor Daniel P. Malloy today unveiled Connecticut’s fall “*Still Revolutionary*” campaign, the second phase of the state’s two-year, nearly \$27 million dollar marketing effort designed to foster economic growth in Connecticut. While the spring/summer campaign focused on highlighting state tourism destinations that embody the spirit of the new brand, the fall initiative will support both tourism and economic development efforts through two distinct creative executions.

“Our goal, always, is to retain, attract, and create good-paying jobs with good benefits,” Governor Malloy said. “But for too long, our state failed to compete, and our tourism strategy is a great example of that. Because of a lack of investment, Connecticut was literally left off the map of New England tourism destinations. Whether it’s tourism dollars or economic development, we are going to compete because it will benefit our state and our residents.”

Governor Malloy continued, “This campaign tells the stories of companies that are inventing the future today through innovation. Being revolutionary is what binds them, along with all the businesses in Connecticut.”

The economic development effort will showcase the revolutionary and groundbreaking advances that are happening in Connecticut because of the forward-thinking companies that do business in the state. The campaign features cutting-edge companies pushing the boundaries of their sectors through a commitment to ongoing innovation and growth, including ESPN, Alexion Pharmaceuticals and Pratt & Whitney. ESPN is a pioneer in the digital media space; Alexion Pharmaceuticals, recently ranked the second most innovative company in America by *Forbes* magazine, is a biopharmaceutical company focused on serving patients with severe and ultra-rare disorders; and Pratt & Whitney designs the most fuel-efficient jet engine in the world.

This effort comes on the heels of the success of state economic development programs such as [First Five](#), a program that supports large-scale private sector investment in Connecticut by combining and strengthening the best of the state's economic development tools and the [Small Business Express Program](#), an initiative created to provide loans and matching grants to encourage business expansion and hiring throughout the state's small business community. These programs have created and retained thousands of jobs in Connecticut.

In addition to state economic development programs, Connecticut has much to offer business owners, executives and entrepreneurs, from its revolutionary culture, pool of talented residents and favorable geographic location between New York City and Boston, to its existing roster of Fortune 500 companies and thriving small businesses.

The campaign will be delivered through TV, print and digital and a new microsite, www.ctforbusiness.com, which will promote why Connecticut is the right place to start or bring a business. The new economic development TV advertising can be [streamed online](#).

The "*Still Revolutionary*" statewide tourism marketing efforts will also continue this fall with the debut of a new seasonal campaign designed to motivate residents to plan a Connecticut getaway for a night, weekend or an extended visit and inspire them to experience the cultural attractions, romantic inns, iconic scenery, outdoor adventures and fall foliage that Connecticut has to offer.

The advertising creative, which tells the story of an adult group of friends that spend a weekend in Connecticut together enjoying fall activities, fine dining and shopping, captures the beauty of the season and the spirit of "*Still Revolutionary*" – places and spaces that continue to innovate and inspire both residents and visitors.

The tourism effort, which will be brought to life through TV, print, digital, PR and social media efforts will feature the Hopkins Inn, Lake Waramaug, West Cornwall Bridge, New Milford and Kent Falls among other scenic shots in Litchfield Hills and Western Connecticut. Each destination was hand-picked because of its revolutionary spirit. The new fall tourism TV advertising can be [streamed online](#).

Today's announcement comes after new data indicating that visitation to major Connecticut attractions, including Mystic Seaport, Mystic Aquarium, The Mark Twain House, New England Air Museum, Essex Steam Train & Riverboat and the Maritime Aquarium is up 6.84% over last year at this time – with the two aquariums reporting their highest ticket sales since July 2009. Connecticut's hospitality and tourism industry employs more than 110,000 people, generates \$1.15 billion in state and local tax revenue and is responsible for \$11.5 billion in spending.

Since the launch of “*Still Revolutionary*” in May, Connecticut’s tourism website has seen a 100% jump in traffic and the Connecticut Office of Tourism has provided travel assistance to 51% more potential visitors via traditional inquiries, web traffic and counseling in state welcome centers. The “*Still Revolutionary*” ads have been viewed more than 182,000 times on YouTube and through the strategic media buy have reached the target consumer more than 400MM times with campaign messaging. To date, more than 109,000 people are fans of the [Visit Connecticut Facebook page](#) and more than 580,000 are subscribers to the [Connecticut Tourism eNewsletter](#).

For residents and visitors interested in exploring Connecticut this fall season, the state is hosting a sweepstakes on the [Visit Connecticut](#) Facebook page for a chance to win an overnight getaway to Connecticut. The getaway, provided by Connecticut tourism industry partners, will include a two-night stay at Saybrook Point Inn & Spa, dinner for two at Saybrook’s Fresh Salt, wine tasting for two at Chamard Vineyards, and two tickets to an evening performance at the Goodspeed Opera House. Visit and “like” the [Visit Connecticut](#) Facebook page for a chance to win.

For more information on Connecticut’s revolutionary past and present, events, 52 getaway ideas and great deals visit www.CTvisit.com. Connect through social media by becoming a fan/follower via [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

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For Immediate Release: September 17, 2012

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