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Christkindlmarket Des Moines Launches New Look after Strong Debut

DES MOINES, IOWA, Feb. 7, 2017 – More than 23,000 visitors attended the inaugural Christkindlmarket Des Moines in downtown Des Moines last December. Building on this success, the Des Moines European Heritage Association (DMEHA), which created and produces the event, is launching a new logo and branding scheme for the market's 2017 marketing and communications campaign.

"We were absolutely amazed by the turnout in our first year," says Suzanne Hull, DMEHA president and founder. "We always believed that people in Iowa and beyond would support and enjoy this type of culturally based holiday event, but the attendance and enthusiasm was incredible. It certainly spurs us on to make it even bigger and better this year."

The 2017 Christkindlmarket, slated for Dec. 1 to 3, will take place again at Cowles Commons in downtown Des Moines. To help enhance the promotion of the three-day market's planned improvements in 2017, the association collaborated with the locally based advertising agency, Lessing-Flynn, to help create a stronger visual identity.

"The new logo and overall new look for our branding will help us convey what the market represents – excitement and warmth of the holidays in Iowa's capital city," Hull says. "The 'Christkind' angel is central to a German-inspired Christmas market and the rich gold color with a dark blue accent also helps set us apart from the traditional red-and-green motif used by so many others."

For Lessing-Flynn, partnering with a local non-profit organization is nothing new. "As a creative agency, we believe it's essential to support local opportunities to experience art and culture," said Lessing-Flynn Vice President, Jessica Held. "Events such as Christkindlmarket Des Moines, which promote diversity and education, are always a worthwhile investment for our community."

The DMEHA continues to seek volunteers to assist in all of its year-round activities, as well as the. Hull encourages anyone interested in volunteering or becoming a sponsor to visit www.christkindlmarketdsm.com or the group's Facebook page.

Christkindlmarket Des Moines 2017 sponsors include: Modern Woodmen of America, Centennial Warehousing Corporation and Grand View University.

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The Des Moines European Heritage Association (DMEHA) is a 501c3 tax-exempt non-profit that connects Iowans with European traditions, language education and cultural experiences and that provides resources and tools to other cultural heritage organizations.

